



Creative Producer
and Media
Strategist

Mia Ines Isabella Rivera

AVAILABILITY:



32+ hours per week



Concept-led scriptwriter and creative strategist with 10+ years in copywriting, video scripting, and brand storytelling across digital, film, and social platforms.

Experienced in performance marketing for real estate and lifestyle brands as well as documentary and commercial filmmaking.

Adept at turning scroll-stopping ideas into high-converting ad scripts with a strong grasp of internet culture, persuasion psychology, and social trends.

AREAS OF EXPERTISE:

- Bilingual Communication: EN (Native), DE (Basic), ASL (Basic)
- Brand Voice Development
- Campaign Management
- Content Strategy & Social Media
- Cross-Functional Team Coordination
- Copywriting & Press Materials
- Outreach & Engagement
- Visual Storytelling & Pitch Decks

LATEST PROFESSIONAL EXPERIENCE:

BLUE MOON VIRTUAL GMBH

Marketing & Social Media Strategist



Oct 2024 – Current

- Led bilingual social media campaigns for real estate and design clients
- Created trend-aligned content for Instagram and LinkedIn
- Reported on performance metrics and pitched new engagement strategies

BONAPARTE
WA PRODUCTIONS & CO

Creative Copywriter & Pitch Designer



April 2025– Current

- Wrote branded video scripts and pitch decks for campaigns with Hilton Hotels, The Grammys, and Mercedes Benz
- Developed concept-first scripts aligned with brand strategy and KPI's
- Adapted tone, pacing, and visuals for short-form video formats (TikTok, Instagram, Meta)
- Collaborated closely with producers and strategists to ensure script clarity and brand authenticity

THE CONNECT FILM PROJECT

Writer, Media Research and Communications



Aug 2023 – Current

- Wrote copy from pitching to post production briefs for documentary and podcast deliverables
- Conducted outreach to community venues, artists, and media contacts
- Contributed to concept development, audience strategy, and community engagement plans

EARLIER PROFESSIONAL EXPERIENCE:

DRAKE - FIRST PERSON SHOOTER



Commercial Buyer

Oct 2021 – Oct 2023

- Oversaw vendor coordination for Drake's First Person Shooter Art Dep
- Negotiated with suppliers, ensuring on-brand creative execution while maintaining budget and time constraints
- Coordinated between production, talent and suppliers to maintain tight turnarounds and creative consistency

BIG BROTHER CANADA



Casting & Story Producer

Mar 2021 – Juli 2021

- Collaborated with producers to shape authentic, performance-ready stories aligned with the show's tone and goals
- Wrote and refined on-camera prompts and interview flows with a storytelling-first approach
- Balanced character-driven storytelling with the need for broad audience appeal and cultural relevance

ACADEMIC ACHIEVEMENTS:

HUMBER COLLEGE

Bachelor's in Advanced Filmmaking
Toronto, Canada 2014–2018

VIA UNIVERSITY

Exchange Program in Transmedia
& Fashion
Aarhus, Denmark 2018

IMAX

High school Internship Program
Toronto, Canada 2014–2015

Kontakt



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Creative
Producer and
Media Strategist

FURTHER PROFESSIONAL EXPERIENCE:

THE OEK FACTORY BERLIN Studio Coordinator



December 2024 – May 2025

- Managed day-to-day operations and front desk of a creative studio
- Scheduled appointments and facilitated communication between artists and clients in Eng and DE
- Assisted in online content planning and community events

LUMINATO ARTS FESTIVAL Director of Production



January 2022 – January 2023

- Directed and edited branded content and artist spotlights featured in Canadian arts festivals and film premieres
- Spearheaded story development and visual direction, managing small teams through creative and post workflows

GOLDEN HOUR

Director, Writer



February 2023 – December 2023

- Directed two short documentaries spotlighting Canadian artists that balanced artistic authenticity with broad audience appeal
- Collaborated with editors and producers to shape story arcs, interview flows, and visual language aligned with the festival's brand and mission
- Led concept development from idea to screen, translating real-life stories into compelling short-form content optimized for digital platforms

THE KINGS TIDE

Buyer



Sep 2024 – November 2024

- Interpreted scripts and visual briefs to source props and set elements that present the film's aesthetic
- Collaborated closely with production designers and directors to maintain narrative cohesion through material choices
- Balanced creative intent with logistical constraints
- Sourced within remote locations while staying on budget for a TIFF-featured production

ADDITIONAL SKILLS:

- Video Scriptwriting
- Performance Marketing
- Storytelling for Ads
- Hook Writing
- Internet Culture Fluency
- Creative Strategy
- US Market Adaptation
- Social Video Formats (TikTok, Meta, IG)

REFERENCES:

- Josefina Nadurata
Executive Producer
Holiday Films
tel: +416-907-8404
- Teresa Bayley
Senior Producer
Zulu Alpha Kilo Inc
tel: +416 777 9858
- Moritz Mergener
Founder
Blue Moon Virtuals
tel: +030 233 27927

PROJECTS IN DEVELOPMENT:



THE QUEERIES

Director, Writer

June 2022 – Currently

A 6-part anthology series focussing on the intricacies of queer life in modern day Toronto.

FAKING IT THE SERIES

Director, Writer

May 2014 – Currently

Co-creator of a romantic-comedic docuseries exploring sex through honest, inclusive storytelling and expert interviews. The series addresses the gap in Canadian sex education by creating a safe, relatable space for open conversation.



Kontakt ☎️

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