

Spencer Rivera

619-755-5007 | spencermaciah@gmail.com | San Diego, CA | LinkedIn

PROJECTS & EXPERIENCE

Marketing & Brand Consultant

RadiantGlowByM (Freelance)

Feb 2026 – Present

San Diego, CA

- Developing and executing the business's overall marketing strategy including branding, service content, pricing structure, and customer-facing copy to build a strong and consistent brand identity.
- Apply foundational SEO strategies, content organization, and site optimization techniques to strengthen search visibility and drive organic traffic.
- Assist with overseeing the client-facing website on Squarespace, online booking workflows through Acuity Scheduling, and Square payment integration to keep operations running smoothly.
- Created and delivered full branding materials, service menus, treatment packages, and customer-facing marketing content aligned with the business's voice and target clientele.
- Incorporate AI tools (e.g., Claude) into the content and research workflow to speed up drafting and iteration, freeing up more time for strategic client-facing work.

Marketing Consultant – ASF Consulting

California State University, Fullerton

Fullerton, CA

- Collaborated with a live client to develop a comprehensive Sales Playbook, providing a structured framework to improve sales execution and team alignment.
- Designed and implemented Standard Operating Procedures (SOPs) to standardize internal processes, improve onboarding efficiency, and create consistent operational guidelines.
- Conducted secondary market research to analyze industry trends and competitive landscape, translating findings into actionable documentation the client could immediately put to use.
- Delivered all work as part of a live client engagement, solving real business challenges rather than hypothetical case studies.
- Used AI-assisted research and drafting tools to help organize findings and streamline SOP documentation, improving turnaround time on client deliverables.

EMPLOYMENT HISTORY

Server

Bag of Beans Cafe & Restaurant

May 2025 – Sep 2026

Chula Vista, CA

- Delivered personalized guest experiences by building genuine rapport with customers and consistently anticipating their needs in a fast-paced environment.
- Managed high-volume service with efficiency and accuracy, handling orders, payments, and customer requests simultaneously under pressure.
- Collaborated cross-functionally with kitchen and floor staff to maintain smooth operations and uphold service standards during peak hours.
- Resolved guest concerns professionally and with a solutions-first mindset, ensuring customer satisfaction on every visit.

SKILLS

Marketing & Strategy

- Brand Strategy & Positioning
- Content Marketing & Copywriting
- SEO & Organic Growth
- Paid Social & Digital Advertising
- Market Research & Consumer Insights

AI & Emerging Tools

- AI-Assisted Content Creation
- AI-Powered Workflow Automation
- Prompt Engineering for Marketing
- Generative AI Tools (Claude, ChatGPT)
- AI-Driven Market Research

Tools & Platforms

- Squarespace
- Acuity Scheduling
- Square
- Canva
- Google Workspace & Microsoft Office

EDUCATION

Bachelor of Arts in Business Administration – Marketing

California State University, Fullerton

Aug 2021 – May 2026

Fullerton, CA