

ROBIN STRATTON RIVERA

EXPERIENCE

2007 to Present

DIGITAL LAUNDRY, LLC

Co-Owner / Senior Producer

Responsible for marketing, client relations, booking, accounting and personnel at a soup-to-nuts production company and facility offering a full range of creative services, as well digital archiving, post-production and a green screen studio. Media content creator for corporate and not-for-profit clients, as well as hyper-local series *eHarlemTV*.

2000 to Present

CONSULTANT

- Broadcast Rights and Programming
- Media Content Creation
- International Media Distribution
- Sports Event Feasibility
- Writing, Research, and Copy Editing (AP, MLA, *Chicago*)

Clients include Oxygen Media (New York), Universal Sports (Los Angeles), Woods Communications (Paris), Göteborg & Co. (Sweden), Vision TV (Canada), Scribendi (Canada), Lifewire (New York), and The Fresh Bread Group (New York). Also created and regularly contribute to blog, DiversityMom.com.

1999-2000

OXYGEN MEDIA, New York City

Director of Events and Acquisitions, Oxygen Sports

- Negotiated to acquire the television rights to a broad range of sports events around the world
- Acted as liaison between Oxygen's production personnel and governing bodies, their agents, event organizers and broadcasters
- Worked closely with attorneys on drafting, finalization and interpretation of legal agreements
- Coordinated with sales personnel to identify sponsorship opportunities within sports programs
- Oversaw scheduling of all sports telecasts on the cable network

1995-1999

ABC SPORTS, New York City

Director of Programming

1993-1995

Manager of Programming

Duties similar to those at Oxygen for Figure Skating, Gymnastics, Soccer (World Cup and MLS), Skiing, Athletics, the Tour de France, Horse Racing, and other "Wide World of Sports" programming. Also,

- Developed strategies and presentations for competitive bidding for sports properties
- Designated point person for all transactions with ESPN International with regard to distribution of ABC Sports programming
- Liaised daily with ABC's Sales, Affiliate Relations, Network Operations, and Public Relations departments, as well as with corporate sponsors
- Extensive Travel: Represented ABC at world and U.S. championships, the Olympic Games, Olympic and International Sports Federation Congresses, and Sportel

1990-1993

Associate / Features Producer

- Produced event coverage for "Wide World of Sports"
- Produced "Up Close and Personal" features on athletes and other special topics for "Wide World," Monday Night Football, College Football, and more
- Wrote scripts for all projects and the "Wide World" studio anchor
- Received Emmy awards for "Wide World of Sports" (Best Edited Series) and the "Wide World of Sports 30th Anniversary Special" (Best Edited Sports Special)

1989-1990

Assistant to the Producer

Responsible for research, graphics, music selection and logistics for assorted live and taped programs.

1988

Short-term positions included:

- NBC's Olympic Unit in Seoul (Researcher/Olympic Movement Expert)
- TWI's "Road to Seoul" Series (Researcher, Interpreter, Production Assistant)

1984-1987

INTERNATIONAL OLYMPIC COMMITTEE, Lausanne, Switzerland

Associate Editor, Olympic Review, a 64-page monthly with worldwide distribution and a staff of two

- Wrote feature articles, regular columns, and reports on Olympic Movement events and programs
- Edited material submitted by outside sources
- Did proofreading and layout for both the English and French editions
- Regularly assigned to work in protocol and as minute-taker for official meetings

1981-1984

UNIVERSITY OF SOUTHERN CALIFORNIA, Los Angeles

Assistant Dean for Student Affairs, School of Urban and Regional Planning

- Responsible for the admission and guidance of graduate-level students, half of whom were from abroad
- Participated in planning for the growth and various initiatives of the school
- Coordinated regularly with other areas of the university, from International Admissions and the ESL program, to the Schools of Law and Architecture

EDUCATION

SIMMONS COLLEGE GRADUATE SCHOOL OF MANAGEMENT

Capital Cities/ABC Program for Developing Managers (4 weeks in residence)

UNIVERSITY OF SOUTHERN CALIFORNIA

- Master of Urban and Regional Planning, specializing in International Development
- Teaching Assistantship in Statistics
- Additional coursework toward MA in International Relations

STANFORD UNIVERSITY

- Bachelor of Science in Mechanical Engineering, specializing in Thermodynamics
- Extensive coursework in foreign languages and art history, including study in Florence, Italy

COMPUTER SKILLS

Very adept at MS Word, Excel, PowerPoint, and various Adobe applications, including Premiere, InDesign, Dreamweaver and Photoshop.

LANGUAGES

Fluent Spanish, French and Italian. Have also studied German and Russian.

COMMUNITY INVOLVEMENT

Sheriff's Meadow Foundation (2022-Present): Board member of organization dedicated to conservation on Martha's Vineyard.

Chilmark Town Affairs Committee (2021-Present): Vice-Chair of the Board governing activities associated with the Community Center of Chilmark, Massachusetts, including a summer camp, book festival, authors' series, and other adult programming.

CIVITAS, dedicated to improving neighborhood quality of life in the Upper East Side and East Harlem: Co-Treasurer, Board of Directors (since 2015).

New York Junior League: 1998 Outstanding Volunteer award and 2018 Outstanding Sustainer Award; Community Vice-President (1999-2001), overseeing two managers and 300 volunteers in the Domestic Violence and Cultural Enrichment of Youth Focus Areas; formerly board-appointed Chair of Nominating, Project Research, Ethics, and grantmaking committees; served one year as editor of monthly newsletter.

Parents in Action: Trained volunteer facilitator for Parent Talk meetings designed to foster communication among parents of children in independent schools

Convent of the Sacred Heart, an independent school for girls: Admissions Tour Guide (2006-2018), Parent Diversity Committee Chair (2007-2009), Parents Association Lower School Co-Chair (2006-08)

Departmental Disciplinary Committee, First Judicial Department, Supreme Court, Appellate Division: Elected lay member of hearing panel for discipline of attorneys practicing in New York City. (2010-2016)

Grosvenor Neighborhood House, serving families and children of Manhattan's Upper West Side: Board of Directors (2000-2005), Recording Secretary (2002-2005)

West Side YMCA: Board of Managers (2002-2005)

Central Park Playground Partners, a committee of the Central Park Conservancy (2000-2008); Playground Captain and member of the committee to celebrate the park's 150th anniversary.