

Valentina Jimenez

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Education

Bachelor of Science in Advertising

University Of Florida- Gainesville, Florida.

GPA:3.32-4.0

May 2015

Associate of Arts in Journalism

Santa Fe College- Gainesville, Florida.

GPA: 3.44/4.0

December 2012

Profesional Experience

Marketing and Communications Intern

University of Florida International Center- Gainesville, FL

- Assisted in creating, writing, searching for content, and managing weekly e-bulletin.
- Improved and updated UFIC's social media presence, including Facebook, Twitter, Instagram, and Pinterest
- Designed flyers, graphics, and other marketing material for events hosted by UFIC.
- Collaborated with staff on new ideas, directions, and settings for marketing and communications.

January 2015-
Present

Marketing and Public Relations Associate

David Greenberg Communications- Gainesville, FL

- Wrote four blog posts per week for clients' websites to increase their Online presence and websites visits.
- Worked directly with more than three clients to develop marketing strategies.
- Researched advertising opportunities abroad to increase the client's international presence.
- Planned media buys, including Radio, print and digital to advertise products and services.
- Oversaw and managed relations with clients to ensure results.

May 2014-
November 2014

Online Marketing Intern

352 Inc.- Gainesville, FL

- Analyzed client's website using Google analytics and Google Web master to improve user experience.
- Created keywords and Adtext for three clients AdWords campaigns.
- Developed website titles and description for clients to improve their website.
- Wrote content, such as blog post, for more than five clients to increase their Online presence.
- Wrote success stories of each client that would be used by sales to promote marketing services.
- Researched and recommended potential clients for an email marketing campaign.
- Improved SEO in client's website to increase conversion rates.

May 2014-
August 2014

Retail and Marketing Intern

Samuel P. Harn Museum of Art-Gainesville, FL

- Developed marketing plan and market research strategy for the Harn Museum of Art Store.
- Developed, conducted and evaluated consumer's survey to obtain feedback on their experience.
- Planned Store events to promote and increase store visitors and sales by 5%.
- Created communication strategies to reach target audiences through Social media and email.

May 2013-
July 2013

Leadership

Active member

Omega Phi Alpha National Service Sorority-University of Florida, Gainesville, FL

- Attended weekly meeting and assisted in the decision-making process for the organization.
- Completed 10 hours of community service per semester
- Assisted in planning sorority events, such as recruitment, fundraising, initiation and activation.

August 2014-
Present

Marketing Team

Hispanic Heritage Month 2013- University of Florida, Gainesville, FL

- Promoted over 10 events on campus and social media.
- Created marketing strategies to increases participants in the events.
- Helped increase assistance to the events by 15%.
- Set up more than 3 events per week.

May 2013-
October 2013

Vice- President

Hispanic Organization for Latino Activities- Santa Fe College, Gainesville, FL

- Promoted Hispanic culture and the organization on campus.
- Communicated directly with the President, advisors, members of the Student Government, active members of the organization and other officers to ensure work.
- Assisted and guided new international students in the transition to a new country.
- Planned volunteer work for members of the organization.

May 2012-
December 2012

Skills:

Computer Skills: Microsoft Word, Power Point, Excel, Publisher, Adobe Photoshop, Adobe InDesign, Email and Social media.

Languages: Spanish (Native Speaker)