

Valeria Tibocha-Florez

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EDUCATION

University of Central Florida, Orlando, FL **Expected Graduation May 2027**
Bachelor of Arts in Digital Media, Web and Social Platforms | Minor in Marketing
Cumulative GPA: 3.740

WORK EXPERIENCE

UCF Card/Parking and Retail Services— Orlando, FL **October 2024 – Present**
Student Assistant

- Produce identification for UCF and Valencia students/staff
- Handle transactions for UCF merchandise
- Monitor merchandise to ensure everything remains tidy

BurgerFi – Weston, FL **May 2024 – Aug 2024**
Cashier

- Operated POS system
- Assisted customers with any inquiries regarding the menu
- Verified all orders were made correctly before being sent out
- Maintained a clean environment both in the dining area and behind the register

Aeropostale – Sunrise, FL **June 2022 – Feb 2023**
Sales Associate

- Upsold products by aiding customers in current promotions
- Stocked and organized inventory during opening and closing
- Maintained a clean and well-kept environment to ensure ease of shopping for customers
- Operated register

LEADERSHIP EXPERIENCE

UCF Arboretum LxL Internship, Website and Microsoft Teams Management **Spring 2025 – Present**

- Maintain and update website using Athena Framework
- Manage the Microsoft Teams groups
- Create apps for the UCF Arboretum using Powerapps

Pegasus Promotions, Graphic Designer **Fall 2024 – Present**

- Collaborate with local Orlando business to run their marketing campaign
- Create graphics for their social media
- Assist other members in fulfilling marketing plan

Design & Code, Vice President **Summer 2024 – Present**

- Work on initiatives to grow membership and enhance member satisfaction.
- Maintain and develop relationships with other clubs and organizations
- Ensure the club is in compliance with college policies.
- Assist and fill in for President when required

PROJECTS

Kitty Does Warfare, UI/UX Design **Oct 4 – Oct 6**

- Created a game with a teammate inspired by Plants vs. Zombies for the hackathon Knight Hacks VII. My role for this project was creating visuals, gathering assets, and organizing ideas to execute. I used Canva to create the visuals and the game was coded using Python and PyGame.

HONORS

- Dean's List **Fall 2023 – Fall 2024**
- Best First Time Hacker at KnightHacks VII **October 2024**

ADDITIONAL INFORMATION

Languages: Fluent in English and Spanish

Computer Skills: Microsoft Office, HTML, CSS, Athena Framework, Powerapps, Python

Certifications: Microsoft Excel, Microsoft Word Expert, Microsoft Word, Microsoft PowerPoint, Adobe Certified Professional in Print & Digital, Media Publication Using Adobe InDesign, Adobe Certified Professional in Visual Design Using Adobe Photoshop