

Jonathan Valencia

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SUMMARY

Social Media and Content Creator with 4+ years in live commerce and collectibles, producing high frequency short form video and livestream content across TikTok, Instagram, YouTube, and Whatnot. Supported \$10M+ total revenue, including \$3.26M in TikTok Shop GMV (Gross Merchandise Value), 38,100 orders, and a 4.7 shop rating. Strong operator who can film on the warehouse floor, edit fast, publish daily, manage community, and run a simple weekly scorecard to improve watch time, retention, shares, and inbound interest.

CORE SKILLS

Content Production and Editing: smartphone filming, warehouse BTS, hook writing, captions, CapCut, Canva, Adobe Premiere Pro, Final Cut Pro

Social Publishing and Scheduling: daily posting cadence, content calendars, repurposing long form into Shorts and Reels, campaign support

Community and Trust Building: comment and DM management, FAQ content, giveaway and event coordination, Discord community ops

Performance and Reporting: views, reach, watch time, retention, engagement rate, follower growth, link clicks, weekly scorecard reporting

Live Commerce Storytelling: auction highlights, product storytelling, streamer energy moments, consignor style spotlights

Operational Strength: checklists, QA (Quality Assurance) workflows, cross functional coordination, Google Workspace, Slack, Airtable

EXPERIENCE

ValenciaBreaks LLC, Founder, Live Commerce and Social Content Lead

Rohnert Park, CA | Oct 2024 to Nov 2025

- Built a live commerce brand from zero into a profitable operation across TikTok Shop, Whatnot, eBay Live, and DTC (Direct-to-Consumer), with streams generating roughly \$500 to \$3,000 profit per show.
- Produced daily short form content and livestream moments into repeatable formats: highlights, behind the scenes packing, product pulls, and community reactions.
- Owned the full content loop from filming to editing to publishing, including on screen text, pacing, hooks, and calls to action that drove profile visits and clicks.
- Ran a weekly scorecard to review performance and decide next tests, tracking watch time, retention, shares, follower growth, and link clicks.
- Built simple dashboards in Google Sheets and Airtable to track funnel signals like product clicks, add to cart, checkout completion, and repeat buyers, then translated findings into next step content and offer tests.
- Managed community daily through comments and DMs, turning common questions into FAQ posts and pinned answers to reduce friction and build trust.

WaxNPacks LLC, Social Media, E Commerce, and Live Commerce Specialist

Petaluma, CA | Aug 2021 to Nov 2025

- Helped scale the business to \$10M+ total revenue across TikTok Shop, DTC, Whatnot, and off platform transactions.
- Supported \$3.26M TikTok Shop GMV with 38,100 orders and 2,700 reviews at a 4.7 rating by coordinating content, offers, and operational execution.
- Created and published high volume social and live commerce content, capturing streamer energy, auction moments, product stories, and behind the scenes operations to drive turnout and engagement.
- Planned and supported promo calendars including product launches, bundles, coupons, flash sales, and event streams, ensuring offer details and product pages were accurate before going live.
- Built and managed a Discord community with events, polls, giveaways, FAQ channels, and announcements to nurture loyalty and increase live show participation.
- Onboarded and coached a 10 person livestream and moderation team using playbooks and checklists to improve consistency, quality, and community experience.
- Reported performance to leadership using simple dashboards and summaries, including GMV, AOV (Average Order Value), conversion, repeat rate, and campaign results.

PROJECTS AND SYSTEMS

Shipping and FAQ Automation: Built Discord and AI assisted workflows to reduce repetitive support volume and improve post purchase communication.

Sentiment and Wishlist Tracking: Created systems to group chat feedback into themes and convert audience demand into content topics and product priorities.

CERTIFICATIONS AND TRAINING

Salesforce Trailhead, Sales Cloud Basics and Admin Beginner

HubSpot Inbound Sales

TikTok Shop Academy, Live Selling and Operations

Google Digital Marketing and E Commerce (in progress)

TOOLS AND PLATFORMS

Social and Live: TikTok, TikTok Shop, Instagram, YouTube, Whatnot, eBay Live, Discord, Twitch

Data and Ops: Google Sheets, Excel, Google Workspace, Airtable, HubSpot, Salesforce

Creative: Canva, CapCut, Adobe Photoshop, Illustrator, Premiere Pro, Final Cut Pro