

JONATHAN VALENCIA

Rohnert Park, CA | Easy commute to Novato, CA

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SUMMARY

Community and creator focused operator with 4+ years managing online communities, creators, and livestreams that supported over 10 million dollars in multi-channel revenue across TikTok, Whatnot, eBay Live, and DTC. Long time NBA 2K and PC Steam player with hands on experience running hundreds of streams, moderating chat, tracking sentiment, and turning feedback into improvements. Comfortable with Discord, Twitch, Google Sheets, Airtable, HubSpot, Salesforce, and Adobe tools, and passionate about positive player experiences, creator driven programs, and sports culture especially basketball and NBA 2K.

CORE SKILLS

Community and creators: community management; chat engagement and moderation; creator coordination; user generated and highlight content; giveaways and events

Platforms and tools: Discord; Twitch; TikTok; YouTube; Reddit; X; Instagram; Whatnot; eBay Live; active Steam and Steam Community user

Player feedback and reporting: sentiment and wishlist tracking; light surveys and polls; qualitative feedback synthesis; written recaps for studio, marketing, or support style collaborators

Events and livestreams: planning and hosting streams; creator and guest coordination; tournament style events; chat engagement; giveaway management; post event analysis

Analytics and operations: Google Sheets; Excel; Airtable; HubSpot; Salesforce; basic project management tools; order and revenue tracking

Content and editing: social media management; basic Adobe Photoshop and Illustrator; Adobe Premiere Pro and Final Cut Pro for edits, highlights, and social ready clips

EXPERIENCE

VALENCIABREAKS LLC | Founder, Live Commerce and Community Operator

Rohnert Park, CA | Oct 2024 to Nov 2025

- Founded Valenciabreaks LLC from zero audience into a self sustained sports card live commerce and community business, handling sourcing, ordering, listing, selling, sorting, packing, and shipping.
- Ran shows across TikTok Shop, Whatnot, eBay Live, and direct channels with individual streams generating roughly 500 to 3,000 dollars per day in profit.
- Managed daily community operations across TikTok, Whatnot, Discord, and Instagram, moderated chat live, and kept streams welcoming and on topic for new and returning viewers.
- Built an AI assisted content calendar in Google Sheets that generated first draft copy for Discord announcements, social posts, and stream reminders from upcoming events and promotions, improving planning speed and messaging consistency.
- Built and managed a small pipeline of high intent creators and sellers in Airtable and HubSpot using structured views, tags, and follow up notes, sold monthly service packages, and provided show structure, content frameworks, and analytics reviews that improved conversion and retention.
- Used Google Sheets and Airtable to track stream performance including views, chat activity, retention, and repeat buyers, and combined those insights with viewer feedback from chat, DMs, and post stream messages to adjust formats, hooks, offers, and communication.
- Tracked performance of streams and creator content across TikTok, YouTube, and Instagram and produced short written recaps highlighting key metrics, community themes, sentiment, and next steps.

WAXNPACKS LLC | Social Media and E Commerce Specialist, Live Break Host

Petaluma, CA | Aug 2021 to Nov 2025

- Acted as a do it all operator across social media, live breaking, analytics, inventory ordering, customer communication, and internal support to help grow the business to more than 10 million dollars in total revenue, including approximately 5.1 million dollars in website sales, 3.26 million dollars in TikTok Shop gross merchandise value, and around 2 million dollars in off platform sales, with peak monthly revenue above 285,000 dollars.
- Helped manage 38,100 TikTok Shop orders and 2,700 reviews with a 4.7 star rating and supported 7,900 Whatnot orders and 917 reviews with a 4.9 star rating by optimizing product cards, pinning strategy, break structure, pacing, and chat engagement.
- Built and managed brand social presence by editing and clipping highlight videos in Premiere Pro and Final Cut Pro and posting educational content, giveaways, and hype posts that supported more than 3 million views and roughly 150,000 followers across channels.
- Created and helped run the Discord community, welcomed new members, posted updates, and used DMs, community messages, channels, roles, and basic bot features for announcements, polls, and giveaways that gathered feedback, answered questions, kept collectors engaged between drops, and drove viewers back into streams.
- Designed a Discord based shipment update flow and AI style email and DM responses for frequently asked questions to reduce repeat support questions and keep customers informed.
- Onboarded and coached a ten person team on livestream execution, moderation, on camera presence, engagement techniques, and basic analytics and used Salesforce, HubSpot, Airtable, and Google Sheets to track gross merchandise value, order cohorts, repeat purchase rate, average order value, and high value buyer segments to support buying and event strategy.

PROJECTS AND SYSTEMS

- **Shipping and FAQ automation:** designed a Discord based shipment update flow and AI assisted email and DM FAQ responses to reduce repeat “where is my order” questions and keep customers informed.
- **Content calendar automation:** built an AI assisted content calendar in Google Sheets that generated first draft copy for Discord announcements, social posts, and stream reminders from upcoming events and promotions, improving speed and consistency.
- **Sentiment and wishlist tracking:** created a community sentiment and wishlist dashboard in Google Sheets that grouped chat and comment feedback by theme and sentiment and produced quick “top issues and requests” summaries.
- **Creator discovery tracker:** set up an Airtable sheet to log potential creators with handles, platforms, content style, and basic metrics, making it easier to identify and prioritize partners for collaborations and campaigns.

CERTIFICATIONS AND TRAINING

Salesforce Trailhead (Sales Cloud Basics, Admin Beginner); HubSpot Inbound Sales; TikTok Shop Academy, Live Selling and Operations; Google Digital Marketing and E Commerce (in progress)

TOOLS AND PLATFORMS

Community and content: Discord; Twitch; TikTok; YouTube; Reddit; X; Instagram; Whatnot; eBay Live; Steam and Steam Community

Spreadsheets and collaboration: Google Sheets; Excel; Google Workspace; Airtable; HubSpot; Salesforce; basic project management tools

Creative: Adobe Photoshop; Adobe Illustrator; Adobe Premiere Pro; Final Cut Pro for social assets, edits, highlights, and stream clips