



# RESUME

MARKETING

BRANDING

GRAPHIC DESIGN

PARTNERSHIPS

ADVERTISING

ONLINE

## CONTACT

VEVAGENCY@GMAIL.COM

786-344-4753

INSTAGRAM: @VEVAGENCY  
@VEV\_MIAMI

## QUICK LINKS



## SKILLS

BILINGUAL (SPANISH)

ADOBE PHOTOSHOP

ADOBE INDESIGN

WORDPRESS

HTML, CSS, JAVASCRIPT

GITHUB, ATOM

MICROSOFT OFFICE

GOOGLE SUITE

### Victoria Ellen Valdes

VEV Agency

**Pinecrest Bakery, Chief Executive Officer (CCO)**

*Interactive M.F.A. Graduate Student, University of Miami*

Miami-Style Freelance Marketing



## EDUCATION

### Master of Fine Arts in Communication, M.F.A.

University of Miami

Coral Gables, FL

**Interactive Media**

Aug. 2017 - Present

### Bachelor of Science in Communication, B.S.

University of Miami

Coral Gables, FL

**Major:** Public Relations

**Minors:** Marketing and Psychology

May 2015

## EXPERIENCE

### Pinecrest Bakery, LLC

**Chief Communications Officer (CCO)**

Cuban-American Family-Owned Restaurant Chain

South Florida, U.S.A.

Dec. 2012 - Present

#### MARKETING

Corporate branding, digital and print, graphic design, campaign execution, loyalty program director, integrated marketing solutions, social media manager

#### WEBSITE COORDINATOR

Website management, content creation, user experience, corporate email manager, Slack and Shopify integrations, kiosk management

#### PUBLIC RELATIONS

Online review management, donations, community partnerships, corporate events, crisis control, customer satisfaction

### The House of Movement

**Marketing and Branding Consultant**

Pilates and Wellness Studio

Brickell, FL

Sep. 2015 - Oct. 2016

#### **GRAPHIC DESIGN**

Branding, print and digital, marketing, i.e. brand brochure, video menu, flyers, outdoor signage

#### **PUBLIC RELATIONS**

Published in local Trini Magazine, company backgrounder

### **The Conroy Martinez Group**

#### **Public Relations Intern**

Public Relations and Integrated Marketing Bilingual Firm

Coral Gables, FL

Oct. 2013 - June 2014

#### **PRESS RELEASES**

News releases for clients including Lennar Corporation, Miami Seaquarium, and JLG Industries

#### **MEDIA SCHEDULING**

Publishing events online, i.e. Eventbrite, pitching and client media clippings from local news sources including Fox News and more

#### **AUTHOR OF CORPORATE INTERNSHIP MANUAL**

"PR Essentials: How-To Guide for Public Relations Interns" property of The Conroy Martinez Group

## **ACCOMPLISHMENTS**

- Proud partnerships with FIU Office of Engagement, Nicklaus Children's Hospital, FDOT DNT TXT AND DRV Campaign, Miami-Dade Metro EasyPerks, and others.
- PhilADthropy, non-profit event, 3 years attendance
- Praddy Awards 2015, PR, Honorable Mention Award, "Brochure" category winner
- Public Relations Student Society of America (PRSSA)

## **SKILLS**

- Bilingual (Spanish)
- Adobe Photoshop and InDesign
- Wordpress, HTML, CSS, Javascript, GitHub, Atom
- Microsoft Office, Google Suite