



Victoria Ellen Valdes

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Education

University of Miami - Coral Gables, FL
Public Relations Major, Marketing Minor, Psychology Minor
Fall 2012 - Present

Saint Brendan High School - Miami, FL
High School Diploma
Class of 2012

Professional Experience

Pinecrest Bakery | December 2012 - October 2014

Chief Communications Officer (CCO)

Executive since the founding year of the seven-store Cuban bakery and café retail chain.

Marketing Officer - email communication, social media and online listings management, promotional organization, monthly campaigns with deals via SpotOn loyalty reward system

Art Director - graphic design, print collateral management, ad placement coordinator in traditional and digital media

PR Practitioner - brand image maintenance, journalist connection for media coverage

Website Manager - creation and design of online ordering site with web developer, creation of compatible in-store printing kiosk stations, site maintenance to fix service glitches or product error, online customer service surveillance

The Conroy Martinez Group | October 2013 - June 2014

Public Relations Intern

This highly reputable South Florida public relations firm serves esteemed local and national clients, such as Cirque du Soleil, Miami Seaquarium, JLG Industries, Baptist Hospital, and Florida International University, among others. My duties included working on daily news releases, media scheduling and working closely with account executives to execute events and marketing campaigns.

University Activities

- Public Relations Student Society of America (PRSSA)
- PhilADthropy (25-hour overnight event to fulfill advertising needs for local non-profit organizations)

Skills

Adobe Photoshop • Adobe InDesign • Adobe Illustrator (basics) • Microsoft Office • iMovie •
Bilingual (Spanish) • Believer in Teamwork • Detailed Organizer • Intrinsically Motivated

• References available upon request •