

# Valerie Pineda

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## EDUCATION

**University of Colorado Boulder – College of Media, Communication and Information**

**Graduated May 2025**

Bachelor of Arts in Strategic Communications, Emphasis in Media Design

Minor in Media Production

- **Relevant Courses:** *Concept Design, Copywriting, Visual Design, Portfolio*
- **Certifications:** *HubSpot Digital Marketing*
- **Awards & Recognitions:** *2024 Dean's List Recipient, 2025 Golden Nugget Award for Best Stunt Activation*

## WORK EXPERIENCE

### **Snag - Marketing Curator**

*Boulder, CO / 2024-2025*

- Developed weekly content with a strong social media presence.
- Collaborated on marketing strategies and event planning to boost brand visibility and engagement.
- Filmed, produced, and photographed food and beverage content for Instagram.

### **Sage Corps Global Startup - Social Media Manager**

*Madrid, Spain / Summer 2024*

- Led influencer outreach, coordinating collaborations to align with our brand messaging.
- Managed TikTok and Instagram for a student productivity app, creating and scheduling weekly/monthly content.
- Designed and strategically executed the monthly and weekly content for our platforms.
- Proposed new and innovative marketing strategies to target an international audience.
- Produced and edited short-form video content for TikTok and Instagram.

### **Dumps App - Influencer Marketing**

*Remote / 2024*

- Researched and identified influencers for collaboration for Instagram.
- Initiated outreach and managed communication with brand aligned influencers.

### **Blu Sushi - Hostess**

*Fort Myers, FL / 2019-2022*

- Delivered excellent customer service and fulfilled customers' needs.
- Cultivated a friendly environment for coworkers/customers.
- Handled phone orders and managed daily operations to ensure the restaurant ran efficiently and effectively.

## LEADERSHIP AND ACTIVITIES

- **2024-2025: University of Colorado, Boulder Advertising Club - Member**
  - Attended biweekly meetings to learn about the marketing and advertising industry.
  - Listened and networked with important and influential guest speakers in the industry.
- **2017-2021: Canterbury School Cougar Club – School Volunteer**
  - Led theme planning for school sporting events.
  - Collaborated and designed posters according to events.
  - Communicated and proposed with administration/students for arranging themes.

## SKILLS AND INTERESTS

**Technical:** Adobe Illustrator, Adobe Premiere Pro, Canva Pro

**Language:** Fluent in both Spanish and English

**Skills:**

- Strong work ethic
- Goal oriented mindset
- Excellent interpersonal and communication skills
- Creative and innovative problem solving