

Valeria Jubes

Contact

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Education

Bachelor of Science – Advertising

The University of Florida, College of Journalism and Communication | May 2023
Summa Cum Laude

- Minor: French and Francophone Studies

Skills

Art Direction

Copywriting

Graphic Design

Illustration

Watercolor, Oil Paint, Acrylic Paint,
Graphite, Ink, Chalk and Oil Pastel,
Colored Pencil, Digital Artwork

Branding

Strategy

Statistics

Photography

Leadership

Adobe Creative Suite

Photoshop, Illustrator, InDesign,
Lightroom

Microsoft Office

Word, Excel, PowerPoint, Outlook

Google Analytics

WordPress

Languages

English

Native

Spanish

Native

French

Fluent

Achievements

AAF-NCFL Student Silver ADDY
Award

Online/Interactive, Advertising &
Promotion, Campaign

Florida Bright Futures

Academic Scholars Award

Scholastic Silver Key Art &

Writing Award

Art Portfolio

Experience

Marketing Manager

Once Upon A Party Ocala LLC | Apr 2023 – Present

- Designed brand guidelines as a creative solution for the brand's image to ensure the integrity of the Once Upon A Party brand, messaging and values.
- Effectively handled client inquiries, actively contributed to web design initiatives, and executed targeted social media strategies across three channels, increasing brand awareness and social media footprint.
- Conducted in-depth research on target audience, industry, and social media trends, employing audience analytics tools and a structured content calendar to provide essential insights for strategic development.

Graphic Designer

Victoria's Secret PINK | Aug 2022 – May 2023

- Rebranded the Victoria's Secret PINK Campus Team's Instagram for the University of Florida for the 2022-2023 school year.
- Collaborated with PINK Campus Representatives to conceptualize, design, and implement original graphics and content for campaigns, advertising, social media, and events within strict deadlines.
- Created innovative and engaging designs for social media, events and photoshoots using Adobe Creative Suite (Photoshop, InDesign, Illustrator, Lightroom)

Art Director

UF Latin American Summit | Sept 2021 – Apr 2022

- Created original art, logos and branding motifs, social media content and apparel designs for the 2021-2022 school year.
- Collaborated with the creative team to develop a wide range of materials, including flyers, posters, banners, digital signage, email marketing, PowerPoint presentations, social media content, merchandise, and event materials.
- Designed compelling PowerPoint presentations for speaker recruitment, partnership building, and stakeholder engagement for the event.

Social Media Coordinator

LatinOn | Jan 2020 – Present

- Managed all Social Media content for LatinOn: Facebook, Twitter, Instagram, Snapchat, TikTok and YouTube.
- Developed and executed the company's social media strategy to optimize digital and native content exposure.
- Successfully managed simultaneous projects for over 20 different brands.