

HOPE VALENTI

CREATIVE. WRITER. STRATEGIST.

CONTACT

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- Florida; Open to Relocation
- TheCreativeChronicles.net

PROFILE SUMMARY

Detail-oriented and creative marketing professional with proven success supporting integrated campaigns, coordinating project timelines, and enhancing communication strategy. Experienced in data reporting, content development, and cross-department collaboration. Known for thriving in fast-paced environments while balancing multiple priorities and delivering clear, engaging messaging that aligns with organizational goals.

EDUCATION

UNIVERSITY OF FLORIDA

- Master of Arts in Mass Communication**
(Online Program), *Expected May 2027*
 - Concentration: Digital Strategy
 - Certifications: Social Media | Audience Analytics
- Bachelor of Arts in Advertising, May 2025**
 - Specialization: Agency

SKILLS

- Copywriting & Editing; AP Style
- Editorial Strategy & Brand Voice
- Social Media Campaigns & Content Calendars
- Email Marketing & SEO Optimization
- Microsoft Office Suite, Adobe Workfront, Canva
- WordPress, Google Analytics, Adobe InDesign, Photoshop
- Cross-functional Collaboration & Team Leadership
- Analytics Reporting & Public Speaking

WORK EXPERIENCE

The Agency at UF

2023-PRESENT

Copywriter, Mentor

- Develop written assets for client communications, campaign decks, social media, SEO blogs, and press outreach.
- Contribute to strategic brainstorming and execution of marketing materials with a focus on consistency and results.
- Conduct social listening and analytics research to inform content direction and campaign planning.
- Maintain high standards for messaging across platforms while managing multiple concurrent projects.

Elevate Ad Agency

2023 - Present

Director of Copywriting

- Lead a team of 8 copywriters across digital, email, and print deliverables while managing production timelines and approvals.
- Oversee content strategy, editorial calendars, and brand messaging for client campaigns.
- Monitor performance metrics to optimize language for engagement and impact.
- Collaborate with designers and marketing leads to ensure cohesive, cross-platform creative execution under tight deadlines.

Crystal Bridges Museum of American Art & The Momentary

Summer 2024

Marketing Intern

- Executed multi-channel marketing campaigns, working cross-functionally with design and communications teams.
- Wrote promotional content for print, OOH, and digital platforms.
- Assisted in media coordination and asset tracking for exhibitions and special events.
- Supported data-informed decision-making by interpreting audience behavior metrics to improve reach, tone, and timing.

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CERTIFICATIONS

- Hootsuite Platform
- Hootsuite Social Media Marketing
- Google Analytics
- Docker Foundations
- Brandwatch Audience Insights

PLATFORMS

- Wix, Squarespace
- Asana, Trello, Iconosquare, Smartsheet
- Microsoft Suites, Adobe Suites, Meta Business Suites
- Slack, Teams
- Qualtrics, SurveyMonkey, Salesforce, Zoho, Ahrefs
- Omnisend, HubSpot, Docker, Brandwatch
- Instagram, Facebook, X (Twitter), TikTok, Pinterest, Reddit, LinkedIn

WORK EXPERIENCE CONT.

The Licursi Group

SPRING 2024

Social Media Intern

- Created and scheduled daily content for 10+ clients across industries, tailoring brand voice for each.
- Utilized Canva and content planning tools to design and publish high-performing posts.
- Maintained client dashboards and tracked social engagement metrics to support reporting and optimization.
- Supported communication between clients and internal creative teams to ensure project alignment.

Nokian Tyres

Summer 2023

Marketing and PR Intern

- Supported B2B and B2C marketing initiatives through SEO blog writing, content editing, and campaign coordination.
- Managed influencer outreach lists, initial communication, and follow-up processes across PR campaigns.
- Coordinated logistics and communication for influencer events, brand partnerships, and campus activations.
- Developed internal communications for the company intranet and supported analytics reporting.
- Contributed to advertising and promotional materials for international product launches.

Able Air Inc.

2021-2023

Communications Specialist

- Wrote SEO-focused blog posts and seasonal content for HVAC campaigns targeting Florida homeowners.
- Collaborated with account teams to understand project goals, translating needs into clear creative briefs and actionable content strategies.
- Created internal-facing presentations and reports for campaign performance, KPIs, and strategic planning updates.
- Used analytics tools (Google Analytics, Omnisend, platform insights) to track performance and generate data-driven content adjustments.