

HOPE VALENTI

CONTACT

- +1 (321)-759-3385
- HopeMariaComms@gmail.com
- Melbourne, FL
- TheCreativeChronicles.net

PROFILE SUMMARY

Strategic and creative copywriter with a passion for storytelling that drives results. Skilled at crafting compelling narratives across social, digital, and video, rooted in brand voice and audience insight. Trained in multicultural advertising, with a proven record of boosting engagement through data-backed content strategy. Flexible, collaborative, and results-focused.

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 & TOOLS

Copywriting & Messaging

- Short- and long-form copy · Brand storytelling · Video scripting · Email campaigns · Social media content · Campaign messaging · Tone consistency

Content Strategy & Optimization

- Brand voice development · Editorial planning · A/B testing · SEO writing · Multicultural advertising · Audience segmentation · Conversion-focused messaging

Data & Digital Analytics

- Performance tracking · Audience insights · Google Analytics (GA4) · KPI reporting · Trend analysis · Creative testing

Platforms & Software

- Mailchimp · Omnisend · WordPress · Meta Business Suite · Canva · Microsoft Office · Trello · Asana · Slack · Adobe InDesign & Photoshop · HubSpot · Hootsuite

WORK EXPERIENCE

The Agency at UF

Copywriter, Mentor, *2023 - Present*

- Wrote editorial articles, press releases, and social content for national campaigns, aligning messaging with diverse brand voices and goals.
- Conduct social listening and competitive research while tracking KPIs to shape strategic direction for major clients like Disney and GO Campaign.
- Collaborate with strategy, PR, and creative teams to manage multiple client accounts and deliver multi-platform content that drives measurable engagement.

Elevate Ad Agency

Director of Copywriting, *2023 - 2025*

- Created B2C-focused messaging across email, signage, and digital ads, contributing to a 20% boost in visitor engagement during featured exhibitions.
- Developed high-performing messaging from concept to launch, ensuring alignment with campaign goals and brand identity.
- Edited and refined cross-functional communications, elevating clarity, tone, and impact under tight deadlines.

Crystal Bridges Museum of American Art & The Momentary

Marketing Intern, *Summer 2024*

- Created and tested targeted email campaigns using Mailchimp and Omnisend, leveraging A/B testing and audience segmentation to boost open and click-through rates.
- Wrote digital content for exhibitions and events across WordPress, social, and internal platforms, ensuring clarity, consistency, and brand voice.
- Collaborated with agency partners on campaign rollout strategy.

The Licursi Group

Social Media Intern, *Spring 2024*

- Wrote and scheduled SEO-driven content for 10+ brands weekly, increasing social reach by 21% and boosting CTRs.
- Scripted and storyboarded short-form videos, doubling engagement and click-through by tailoring creative to audience behavior.
- Partnered with design and strategy teams to align messaging with campaign goals and track performance across platforms.

Nokian Tyres

PR and Marketing Intern, *Summer 2023*

- Reported on company news and developed SEO blog posts, press releases, and global campaign copy.
- Boosted organic traffic by 34% through SEO-optimized blog content.
- Collaborated across departments to ensure clear, timely, and brand-consistent communication.