



CONTACT

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- New York, NY

SKILLS

Software

- Adobe CC
 - Indesign
 - Photoshop
 - Illustrator
 - After Effects
- Google Suite
- Microsoft Suite
- Klaviyo
- Shopify
- Sketch
- Figma

General

- Storytelling
- Design Thinking
- Campaign Management
- Concept Development
- Human Subjects Research
- Branding
- Copywriting
- French Fluent

INTERESTS

- Mental Health
- Technology
- Sociology
- Illustration

MAYA VALENTIN DESIGNER & MARKETER

Designer and marketer with 6 years of experience blending design, branding, copywriting, and project management. Skilled in conducting research, synthesizing insights, and crafting solutions that align user needs with business goals. Known for a collaborative, proactive approach and the ability to adapt quickly, work independently, and empathize with diverse perspectives.

WORK EXPERIENCE

ANTHONY LENT

January 2024 - present

Senior Marketing Associate & Designer

- Directed newsletter marketing and content creation, driving engagement through user-centric strategies.
- Oversaw website inventory and UI updates, ensuring seamless user experiences across platforms.
- Conducted A/B testing and segmentation to optimize flows, signup forms, and campaigns.
- Maintained a consistent narrative throughout select digital and print channels.
- Partnered with cross-functional teams to streamline business operations and align creative efforts with broader objectives.

August 2021 - December 2023

Marketing Associate & Designer

- Grew email marketing channel from 8.7% of total sales in 2022 to 28.9% in 2023.
- Bootstrapped my position within the company through proactive volunteering of existing skills, continuous learning, and embracing new challenges.
- Developed email campaigns to engage customers and generate leads.
- Maintained company website, updating inventory and seasonal imagery as needed.
- Provided support on photo shoots related to the project's needs.

HYLINK DIGITAL SOLUTIONS

February to July 2019

Junior Designer

- Ensured culturally and linguistically appropriate design for a Chinese audience while contributing to successful pitches for TCL, Culturelle, and BrandUSA among others.
- Adapted existing designs for use on multiple platforms such as mobile devices or social media sites.
- Developed mockups or product samples using digital or manual design equipment.
- Collaborated with cross-functional teams to ensure accuracy of design elements in projects.

OTHER EXPERIENCE

September to November 2023

Design and Strategy Volunteer

Verynice

December 2022

Hackathon Participant

MLH

September 2017

Student Designer

City of LongBeach Designathon

EDUCATION

September 2021 to October 2024

MA in Sociocultural Anthropology

Columbia University

August 2016 to December 2016

Study Abroad

Konstfack - Sweden

September 2013 to December 2017

BS in Product Design

Art Center College of Design