

Maya

CONTACT

-  305 323 1368
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-  mayavalentin.com
-  New York, NY

SKILLS

Software

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

General

Storytelling
Research
Campaign Management
Concept Development
Branding
Copywriting
French Fluent

INTERESTS

Mental Health
Technology
Sociology
Illustration

MAYA VALENTIN DESIGNER & MARKETER

Marketer and designer with demonstrated knowledge of graphic design, copywriting, and project management. Brings 6 years of marketing experience along with collaborative and proactive approach. Adept at working independently and learning new skills.

WORK EXPERIENCE

ANTHONY LENT

January 2024 - present

Senior Marketing Associate & Designer

- Managed and directed all newsletter marketing and content.
- Oversaw website inventory and UI, and assisted with other social media platforms as needed.
- Collected and reviewed data on target markets and campaign performance.
- Assessed competitor activity in the marketplace to gain insights into their strategies.

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

Estimated Graduation: May 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