

Maya

CONTACT

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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
- Open Minded
- Adaptability

INTERESTS

- Mental Health
- Technology
- Sociology
- Illustration

MAYA VALENTIN DESIGNER & ANTHROPOLOGIST

Resilient Marketing and Design Specialist 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

January 2024 - present

Senior Marketing Associate & Designer

Anthony Lent

- 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

Anthony Lent

- Established 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 archive of collateral, previous project images or photos.
- Maintained company website, updating inventory and seasonal imagery as needed.
- Provided support on photo shoots related to the project's needs.

February to July 2019

Junior Designer

Hylink Digital Solutions

- 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

Vernice

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