

# Valeria Wallentin

Integrated Marketing Specialist | Graphic Designer



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## SUMMARY

Graphic designer with strong strategic marketing insights, experienced in brand strategy, consumer behavior, and digital marketing. Proven ability to develop innovative campaigns and impactful visuals for global brands. Adept at collaborating with teams to align brand identity with business objectives and drive results.

## EXPERIENCE

### **Thoughtlight Agency**

**Boston, MA**

#### ***Graphic Designer & Marketing Strategist***

**2023-present**

- Designed and executed creative visuals for diverse projects, including social media brand development for Brandeis University, Sit.Stay.Forever, Invisible Giants, Angel Island, and the AI-powered tool, Biografika.
- Developed branding strategies and digital assets, ensuring consistency across platforms and enhancing brand visibility.
- Designed websites and prototypes for apps, improving user experience and ensuring seamless functionality for digital platforms.
- Created social media content, advertisements, and newsletters, driving engagement and promoting brand awareness across digital channels.

### **Dosha Agency (Marketing agency Specializing in events and activations)**

**Mexico City**

#### ***Brand Strategist & Designer***

**2023**

- Worked closely with a team to create and lead strategy, branding, and event marketing initiatives for top-tier clients including RappiCard, Diageo, Nespresso, and Totalplay.
- Designed and implemented experiential and BTL marketing activations, boosting brand awareness and consumer engagement.
- Collaborated with internal teams to ensure the seamless execution of marketing campaigns across digital and physical platforms.

### **Mujer: Técnica Mixta (Independent project led by two Mexican artists)**

**Mexico City**

#### ***Social Media Content Creator & Designer***

**2022-2023**

- Managed the creation and execution of social media content, driving brand engagement and growth.
- Designed creative assets for various social platforms, ensuring brand consistency and visual appeal.

### **TransPerfect (Translation and localization company)**

**Mexico City**

#### ***Desktop Publishing Specialist***

**2022-2023**

- Processed and prepared documents and materials for print and online publication, adhering to brand guidelines for a diverse range of clients in different languages.
- Ensured high-quality standards in the production of marketing materials, contributing to brand consistency across global markets.

### **ISRAEL21c (U.S.-based online magazine)**

**Remote**

#### ***Team Leader***

**2021-2022**

- Led a team in developing digital strategies to promote content, engagement, and audience reach.
- Trained team members, set strategic goals, and monitored progress to ensure project success.

**Trilce Ediciones (Publishing house)****Mexico City****Graphic Designer****2021**

- Assisted on editorial design projects, including the Netflix Almanaque Mexico, delivering high-quality design solutions for print publications.
- Collaborated with editorial teams to ensure the visual representation met brand and editorial standards.

**Bee Creations (branding agency)****Tel Aviv****Graphic Design Intern****2019**

- Contributed to branding and advertising services for clients, creating visual assets that aligned with brand strategy and marketing objectives.
- Assisted senior designers in executing marketing campaigns and brand identity projects.

**Sacapuntas Ideas con Filo (Digital Marketing Agency)****Mexico City****Graphic Design Intern****2018**

- Developed inbound marketing materials and advertising content for clients, focusing on innovative and engaging visual communication.
- Supported the design team in executing advertising campaigns across various media platforms.

**EDUCATION****Suffolk University****Boston, MA****MA in Communication: Integrated Marketing Communication Concentration)****2024-2025**

- Gaining expertise in marketing, AI, neuromarketing, and social media analytics to drive data-driven strategies and innovative communication solutions.

**Universidad Anáhuac México Norte****Mexico City****B.A., Graphic Design****2017-2021**

-GPA: 3.7

-Affiliations: Vértice (Academic Excellence and Leadership Program)

*Study Abroad:* UDIT (Universidad de Diseño, Innovación y Tecnología) in Madrid, Spain- semester with focus in user-centered design and UX.

**ADDITIONAL****Language Skills:** Native speaker in Spanish and English**Nationality:** USA**Courses:**

- Basic concepts of Digital Marketing (Certification through Google Garage Digital)
- Design for the 21st Century with Don Norman (Certification through the Interaction Design Foundation)
- Consumer Research Foundations Certificate (Certification through Brandwatch Academy)

**Technical Skills:**

- Proficient in Adobe suite (InDesign, Illustrator, Photoshop)
- Familiar with Brandwatch for consumer insights and social media analytics
- Experience with WordPress for website management and Figma for UI/UX design
- Strong understanding of social media platforms and digital marketing tools