

JENNIFER VALERIO

CREATIVE PROFESSIONAL

ACADEMIC BACKGROUND

VCU BS IN PSYCHOLOGY, 2022 Dean's List, Spring 2022, Minor in Economics	VCU BRANDCENTER MS IN BUSINESS/BRANDING, 2024 Copywriting, Brandcentral President
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CAREER HISTORY

GOOGLE BRAND STUDIO (VIA MAGNIT) COPYWRITER JAN 2025 - PRESENT NYC <ul style="list-style-type: none">Creating prototypes to showcase Google products for social, events, campaigns, etc.Utilizing Google's AI tools to encourage drive to Google products and story creationWorking with Gemini, Google Doodle and Google Arts & Culture	FALLON COPYWRITER 2023-2024 NYC <ul style="list-style-type: none">Pitching ideas and concepts to brand clients for social, television, and experiential marketingWent on production for commercial shootsResponsible for script writing, brand platforms, casting, pre- and post- production, deck buildingArt direction as neededMattress Firm, Arby's, Cooper Tires, Showtime
GOOGLE + YOUTUBE (VIA MAGNIT) CREATIVE FELLOW JUNE 2024 - DEC 2024 NYC <ul style="list-style-type: none">Google Creative Fellowship, Class of 2024YouTube Shorts Z-Team, working on gaming, music artists, influencers, and moviesCreating effects for YouTube filtersPrompting for AI effects and productsCreating campaigns for Google Gemini, Google Pixel, and various other Google productsProducing Gemini Live demos	TILT C+P AD OPS, STRATEGY 2021-2022 RVA <ul style="list-style-type: none">Ad Operations and Strategist for WalmartProduction for commercial shootsAdditional help on Nintendo, HP, Straight Talk, and various social campaigns as neededResponsible for tracking and trafficking commercial spots to all digital screens in North America and Puerto Rico

EXPERTISE

- Marketing/Advertising
- AI Prompting & Creation
- Website Creation
- Graphic Design
- Event Coordination
- Sports Knowledge
- Movie Watcher

CONTACT

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