

jenn *valerio*

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work

fallon

copywriter
new york, new york
arby's, cooper tires/goodyear
mattress firm, production

tilt c+p

put ads on walmart screens
did so strategically
hung out on set
and talked about film

university of richmond

planned large events
like really large events
and small events
like really small events

why

part of the story

grew up in nova
did well in high school
got lost in college
went corporate
dabbled in higher ed
love sports
wanted to create
living the dream

school

brandcenter @ vcu

ms business/branding
copywriting/art direction
brandcentral president
richmond ad club

vcu

bs psychology
minor economics
dean's list
met sissy spacek

past lives

finance, retail, food service,
baseball stadiums, marketing
strategist, pizza gal, brand
model, sports camps, sketchy
nonprofits, startup life

skills

i'm good at these things

adobe illustrator, adobe
photoshop, figma, final cut pro,
sketch, procreate, final draft,
capcut, midjourney, canva, ai
voiceovers, pre- and post-
production, adobe after effects,
adobe dreamweaver, keeping my
scratch disks full

