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Ivette Valle, M.S.M

My achievements include executing the Grand opening and driving awareness of one of Miami's newly arrived Michelin-starred restaurants Sushi By Scratch Restaurants in Miami **Infatuation** named it one of; **"The best Sushi Omakase Restaurants In Miami"**. **Ocean Drive Magazine** ranked Sushi by Scratch Restaurants' top **"9 Miami Restaurants you must try right now."** Making it one of the most anticipated restaurants to visit. I also designed the branding for **The Miami Children's Museum**, yearly **"2019 be a kid again GALA"** fundraiser event with over 5,000 attendees; Successfully Re-branded a whole line of electronics, **"iswag"**. I also have branded **"Woodapalooza"** and executed brand awareness for the CrossFit Festival, one of the leading lifestyle fitness festivals to date.

SKILLS

- Project Management
- Creative Team Leadership
- Content Creation
- Website Management
- Adobe Creative Suite
- Software Languages: CSS, Java-Script, HTML
- Writing Copy/Editing
- Graphic & Web Design
- Branding/ Re-branding
- Event Coordination
- Email Marketing
- Microsoft office
- UI/XD Design
- Product Development
- Digital Marketing Management
- Print & Digital Advertising
- SEO, OOC, Analytics
- Social Media Management

EXPERIENCE

Marketing Senior Account Executive | Brustman Carrino | June 2022- Present

- Engagement in multiple aspects of project progression including; but not limited to: asset capture, kick-off, pre-production, concept presentations, and print production.
- Responsible for the execution, revisions, and legal/partner reviews.
- Manage timely and proactive external communications daily.
- Maintain daily client communication, marketing planning, and execution.
- Project management, production art, and print production. Along with proofreading & overseeing the creative.
- Manage both internal & external demands/ communications to ensure the smooth progression of projects.
- Created and maintained excellent relationships with all media venues(print and digital)
- Curate press releases, and media alerts for grand openings or special events.
- Create PR Marketing Timeline for the client for Quarter performance

Adjuct Professor, Marketing & Design | Miami International University of Art & Design | June 2021- Present

Courses I Instruct:

- ADVA407 V1 | E-Commerce Strategies & Analytics
- ADVA 307 V2 | Brand Strategy

Marketing Communications Manager | University of Miami | August 2021- June 2022

- Respond to communications (e-mail/voice mail) daily.
- Manage short and long-range goals, objectives, and timelines.
- Draft content for external communications, blogs, and social networking platforms.
- Create a comprehensive social media strategy to define programs that use social media marketing techniques to increase visibility, membership, and traffic.
- Strategize with and educate the management team and others across the company on incorporating measures to promote programs.
- Effectively communicate information and ideas in written and verbal format, and build and maintain relationships. created and maintained excellent relationships with all media venues (television, radio, print, digital, etc.)
- Design flyers (press releases) to be sent to the media and other entities and a content calendar for the social media sites as needed.
- Designed and edited videos and photos for promotional use.

Marketing & Graphic Manager | Miami Children's Museum | March 2019- August 2021

- Manage e-correspondence & Email Marketing including weekly newsletters and dedicated e-blasts.
- Manage Graphic Interns and update the website regularly
- Plan advertising and Schedule campaigns for Events or Services on a variety of media.
- Social Media management, planning and scheduling regular posting, and community management.
- Liaise with stakeholders and vendors to promote the success of activities and enhance the company's presence
- Oversee ventures through to completion and evaluate their success using various metrics.
- Collaborate in preparing budgets and monitoring expenses.
- Run Reports for optimized campaign performance to reflect Museums goals.
- Create all artwork for flyers highlighting the Museum and its educational programming.
- Managed the implementation of marketing strategies.

Brand Manager | Tmcell | July 2016 - June 2019

- Rebrand Product line
- Update website content and images on an ongoing basis
- Plan & Manage Social Media Calendar
- Design all collateral for products (Package, Product, Marketing, and advertising material)
- launch on a variety of media (social, print, etc.)
- Prepare PR for vendor product launch
- Product development
- Created wake-up animation for a new product.
- Product 3D rendering
- Managed all artwork for flyers highlighting the product's key features & create Content for all media.

EDUCATION

Master of Science, Marketing, Florida International University

Bachelor of Fine Arts, Graphic & Web Design, Miami International University of Art & Design

CERTIFICATIONS

Google AdWords / Analytics Certified, Google Analytics

Hootsuite Certification, Hootsuite

Salesforce Trailhead, Salesforce