

HOPE VALENTI

CONTENT STRATEGIST & STORYTELLER

CONTACT

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- Lexington, KY (*Open to Relocation*)
- hopevalenti.com

EDUCATION

UNIVERSITY OF FLORIDA

- **Master of Arts in Mass Communication**
(Online Program), *Expected May 2027*
 - Concentration: Digital Strategy
 - Certifications: Social Media | Audience Analytics
- **Bachelor of Arts in Advertising**, *May 2025*
 - Specialization: Agency

SKILLS & TOOLS

Copywriting & Messaging

- Short- and long-form copy · Brand storytelling · Video scripting · Email campaigns · Social media content · Campaign messaging · Tone consistency

Content Strategy & Optimization

- Brand voice development · Editorial planning · A/B testing · SEO writing · Multicultural advertising · Audience segmentation · Conversion-focused messaging

Data & Digital Analytics

- Performance tracking · Audience insights · Google Analytics (GA4) · KPI reporting · Trend analysis · Creative testing

Platforms & Software

- Mailchimp · Omnisend · WordPress · Meta Business Suite · Canva · Microsoft Office · Trello · Asana · Slack · Adobe InDesign & Photoshop · HubSpot · Hootsuite

PROFILE SUMMARY

Strategic and personable copywriter and campaign specialist with a passion for building meaningful client relationships and driving measurable results. Experienced in managing multi-platform marketing campaigns, leading client communications, and translating data insights into actionable strategy. A natural communicator and dynamic public speaker, known for bringing warmth and clarity to every interaction. Deeply passionate about helping others succeed and staying ahead of trends.

WORK EXPERIENCE

Freelance Digital Marketing & Copywriting Specialist

June 2025 - Present

- Lead the full creative process from concept to final delivery across in-home, out-of-home (OOH), radio, TV, digital, print, and direct marketing campaigns.
- Write persuasive brochures, blogs, web copy, and ad scripts that bring client visions to life and strengthen brand storytelling.
- Developed and executed multi-channel campaigns that increased website traffic by up to 34%, boosted seasonal sales by 20%, and improved email CTRs by 15%.
- Apply SEO best practices, analytics, and audience segmentation to enhance discoverability, engagement, and conversions.
- Partner directly with clients to refine messaging, shape brand voice, and produce high-impact creative for sales enablement, seasonal promotions, and long-term marketing initiatives.

Copywriter, Mentor

The Agency at UF, *August 28 2023 - Present*

- Craft and execute content strategies for high-profile clients, including Disney Advertising, across email, social, web, and video formats.
- Lead aspects of social strategy by analyzing KPI and social listening reports, translating findings into actionable content plans.
- Produce sales and marketing enablement materials including campaign decks, reports, and creative briefs for B2B and B2C audiences.
- Collaborate with PR, creative, and strategy teams to maintain consistent messaging across multiple channels and stakeholders.

Director of Copywriting

Elevate Agency, *August 22, 2023 - May 5, 2025*

- Oversaw content creation for all client social media, email, and campaign materials, ensuring brand voice and message alignment.
- Managed an 8-person copy team, optimizing workflow and content review processes for on-time delivery of high-impact projects.
- Coordinated with account managers and clients to produce content supporting product launches, marketing campaigns, and sales outreach.

Marketing Intern

Crystal Bridges Museum of American Art & The Momentary, *Summer 2024*

- Created digital and print marketing materials for exhibitions and events, driving awareness and attendance across WordPress, email, social, and internal channels.
- Supported campaign rollouts in partnership with external agencies, aligning creative and messaging to maximize impact across platforms.
- Leveraged performance insights to refine strategies, boost engagement, and strengthen visitor connections to the brand.

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AUDIENCE INSIGHTS & CONTENT WINS

- Grew engagement on a trend-driven post for a 600K+ follower account by more than **twelvefold** compared to average.
- Increased museum event attendance by **20%** through a targeted multi-channel content rollout.
- **Doubled engagement** rates on client accounts by producing short-form videos tailored to platform trends and audience habits.
- **Translated social listening data** into **actionable strategies** for Disney Advertising, shaping campaign messaging and creative direction.

WORK EXPERIENCE

Social Media Intern

The Licursi Group, *January 10, 2024 - May 13, 2024*

- Managed and scheduled content for 10+ brands weekly, increasing reach by 21% and improving CTRs.
- Scripted and produced trend-aligned short-form videos that doubled engagement for multiple client accounts.
- Used analytics and audience insights to refine posting schedules and creative direction, improving campaign performance.

PR & Marketing Intern

Nokian Tyres, *May 28, 2023 - August 31, 2023*

- Produced SEO-optimized articles, press releases, and campaign copy that increased organic traffic by 34%.
- Collaborated with global marketing, product, and communications teams to ensure messaging accuracy, compliance, and brand consistency.
- Supported integrated campaign rollouts across web, social, email, and print, aligning content with product marketing goals.

Multimedia Sports and Entertainment Journalist

Elon News Network, *August 27, 2021 - May 19, 2023*

- Produced and delivered multimedia content, including video packages, audio segments, and written articles, for sports and entertainment coverage.
- Conducted in-depth interviews with athletes, performers, and industry figures, crafting compelling feature stories and profiles.
- Wrote, edited, and copyedited scripts for broadcast segments, ensuring clarity, tone consistency, and audience engagement.
- Researched and developed story angles based on trending topics, analytics, and audience interests.
- Managed content distribution across multiple channels, adapting format and style for web, social, and broadcast audiences.

Communications Coordinator

I'm Just Sayin' LLC., *August 12, 2020 - August 15, 2021*

- Developed and distributed internal and external communications, including newsletters, press releases, and campaign updates, ensuring message consistency and brand alignment.
- Managed multi-channel content calendars and coordinated with cross-functional teams to meet deadlines for marketing, PR, and sales enablement initiatives.
- Monitored engagement metrics and audience feedback to refine messaging and improve the effectiveness of communication strategies.