

Jennifer Martinez Valles

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SUMMARY

Experienced in planning social events, creating PowerPoints, and Adobe Creative Suite. Excellent critical thinker, organizer, and communicator. Reliable, flexible, and able to work independently or in a team.

RELEVANT EXPERIENCE

Catholic Campus Ministry @ N.C. A&T — *Social Media Coordinator*

AUGUST 2023 - June 2025

- Develop and manage content for the ministry's Instagram page, increasing following engagement by 50%.
- Increased Instagram engagement through targeted content creation and timely updates.
- Coordinate and plan upcoming meetings and events.

Melanotion — *Catalyst intern -> Internships Program Coordinator*

September 2024 - May 2025

- Led community outreach and event planning initiatives to boost engagement.
- Created engaging social media content for Instagram to enhance brand presence.
- Transcribed bilingual video content (English/Spanish) from Honduras partnership.
- Promoted to Internships Program Coordinator to oversee a new cohort of interns. Planning semester-long tasks, delivering assignment feedback, and coordinating internal communications to ensure the intern team productivity.

Mental Health Association of the Triad — *Public Relations Campaign*

AUGUST 2024 - December 2024

- Collaborated with a team to develop a strategic communications plan for the Mental Health Association of the Triad.
- Conducted in-depth research and SWOT analysis to identify organizational needs and opportunities.
- Proposed community-centered events, social media content, and outreach strategies to strengthen public engagement and support.

N.C. A&T Athletics Department — *Communications Intern*

August 2023 - May 2024

- Drafted detailed synopses for N.C. A&T Sports Hall of Fame inductees.
- Updated and maintained content on the athletics department website, ensuring accuracy and timeliness.

EDUCATION

North Carolina A&T State University, Greensboro, NC — *B.S. in Journalism & Mass Communications (PR)*

May 2025

Alamance Community College, Graham, NC — *Associates of Arts*

May 2023

Languages

- Spanish (native)
- English

Storyteller, Communicative, Content-creator, Detail-Oriented, Collaborative