

Valerie Currie

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Jacksonville, Fla. 32258

KEY COMPETENCIES

Social Media Management	Copywriting and Editing	Survey and Design Management (Qualtrics)
Microsoft Office	Branding	Content Creation
Adobe Suite (Adobe Photoshop, Adobe InDesign, Adobe Lightroom, Adobe Audition, Adobe Premier Pro, Etc.)	Email Marketing	Photography (Brand photography, commercial photography, portrait photography)
	Search Engine Optimization (SEO)	
	Client Relations	
	Web Design (UX and UI)	

PROFESSIONAL EXPERIENCE

Predator Cues Jun. 2022 - Apr. 2024

Social Media Manager

Managed three different company social media channels across several platforms. Increased overall engagement by 30%. Doubled social media following on Instagram, Facebook, and Twitter. Designed, created, and managed B2C email list of over 80,000 with an open rate of over 40%. Designed, created, and managed B2B emails to international dealers. Organized and sent out company newsletters to improve internal communications and foster company culture. Managed a team of creatives to create content for all channels (social media marketing and email marketing).

Starbucks

Apr. 2021 - May 2022

Barista / Barista Trainer

Engaged in customer service with 1000+ guests per day in a fast-paced environment, built customer relations, performed inventory counts, trained new employees, improved store's digital communication/ internal communication under management supervision through "MyDaily"— internal social media, etc.

RSVLTS

Aug. 2021 - Dec. 2021

Campaign Specialist

Created an original advertisement campaign for RSVLTS, specializing in digital content creation

Third City Roasters Research

Apr. 2021 - May 2021

Research Assistant

Engaged in hands-on primary and secondary market research for start-up coffee roastery. Designed and managed surveys through Qualtrics.

EDUCATION & CERTIFICATIONS

B.A. in Strategic Communication (Public Relations)

Flagler College
Minor: Advertising
Aug. 2019 - Dec. 2021

Associates of Arts

Eastern Florida State College
Aug. 2016 - May 2019

EXTRACURRICULAR ACTIVITIES

Podcast Co-Host May 2022 - Present
AVHD Podcast

Community Volunteer March 2024 - Present
Jacksonville Zoo and Gardens

Poet and Author Apr. 2023
Gnossienne - A published collection of over 50 original poems

Poet and Author Dec. 2021
The Bottle - A published collection of over 130+ original poems