

AUDREY VALENTINE

MEDIA ARTS AND DESIGN, DIGITAL ADVERTISING

EDUCATION 2019-2023
James Madison University
Media Arts and Design, Creative Advertising

- Phi Mu Fraternity
- MadiTHON Executive Board
- Study Abroad: Urbino, Italy

SKILLS
Creative • Strategic

- Creative Copywriting
- Social Media Management
- Client + Project Management
- Performance Reporting

PROFILE

Creative and digitally focused advertising professional experienced in developing integrated campaigns, creative concepts, social content and visual assets across industries. Proficient in Adobe Photoshop, InDesign and Illustrator, with strengths in campaign development, content creation, creative strategy and client management. Skilled at translating complex messaging into engaging, audience-focused experiences and independently guiding work from concept through launch, optimization and reporting.

WORK EXPERIENCE

Senior Digital Associate PLUS Communications • 06/2026 - Present

- Lead digital advertising and public affairs campaigns across Meta, Google and programmatic platforms, aligning campaigns with client goals and target audiences.
- Manage campaigns from creative development through launch, optimization and reporting.
- Serve as a direct point of contact for clients, managing communication, providing updates and translating goals into digital strategies.
- Develop and QA ad creative, copy, landing pages, tracking links and audience targeting with minimal internal oversight.
- Manage campaign trafficking, targeting, tracking and optimization while troubleshooting issues and improving performance.
- Analyze campaign performance and create reports and insights to inform strategy and optimization.
- Collaborate with creative, account and strategy teams to develop integrated digital campaigns that communicate complex topics to targeted audiences.
- Manage multiple client campaigns in a fast-paced, deadline-driven environment, ensuring accurate and timely execution.
- Develop social media content and creative tailored to each client's audience, platform and communications goals.
- Provide strategic input on audience targeting, creative direction, messaging and campaign optimization.

Digital Associate PLUS Communications • 11/2024 - 06/2026

- Developed and deployed email, SMS and peer-to-peer (P2P) messaging campaigns for political and public affairs clients.
- Created and analyzed campaign performance reports to track results and inform optimization.
- Built tracking links, UTM parameters and campaign tracking to ensure accurate performance measurement.
- Developed website landing pages, forms and digital experiences to support campaign initiatives.
- Built and managed automated workflows across multiple marketing channels.
- Supported the development of campaign concepts, creative packages and messaging based on client objectives.
- Prepared and QA'd campaign materials for client review and final deployment.
- Managed audience data selection and segmentation to support targeted campaigns and communications.
- Used campaign performance data to inform strategic decisions and improve campaign effectiveness.

Blogger/Website Developer Orange Hunt Living • 09/2023 - 01/2026

- Developed and maintained WordPress website, drafting community-driven and locally specific blog content to appeal to the Orange Hunt community.
- Partnered with local Northern VA businesses to support community engagement and advertising.

Buyer/Keyholder Current Boutique • 04/2024 - 10/2024

- Provided excellent customer service styling, maintained fitting rooms and handled cash wrap and register.
- Checked client accounts and maintained good and consistent relationships with regular consignors and customers.
- Worked directly with consignors, communicated consignment agreements and accepted incoming consignment drop-offs in an organized and efficient manner.
- Used consignment database to track inventory drop-offs and maintained accurate data entry with attention to detail.
- Monitored inventory and tracked sales trends, highlighting key fashion trends whilst accepting/organizing incoming consignment, in-store displays and on social media.
- Responsible for visual merchandising of the store, including front-of-house displays and shelving displays throughout the store.
- Managed social media accounts and increased engagement and brand awareness.

Style Advisor Aritzia • 06/2023 - 04/2024

- Consistently exceeded KPIs through effective sales strategies, strong communication, and attention to fashion trends and clients' evolving needs.
- Collaborated with cross-functional teams to deliver exceptional customer experiences, foster brand loyalty and uphold company values in a luxury-focused environment.