

VALENCIA SEUELL

◆ INTEGRATED MARKETING & PUBLIC RELATIONS ◆

valenciaseuell@gmail.com

◆ valenciathevisionary.com

◆ 773 495 8303

EDUCATION

- 2016 - 2018 **Master of Arts, Public Relations & Advertising**
DePaul University
GPA: 4.0
- 2012 - 2016 **Bachelor of Arts, Communication**
Bachelor of Arts, Psychology
Multicultural Certificate
University of Missouri Columbia
GPA: 3.85

PROFILE

A stylistic visionary that is eager to make a difference through creative communication and integrated marketing. As the CEO and founder of Elite 23 International Incorporated, I'm also passionate about creating programs and events that seek to inspire, cultivate, and enrich the lives of women and youth around the world.

PROFESSIONAL EXPERIENCE

CEO + Founder

Elite 23 International Inc.
Oct 2013 - Present

Event Lead

Nicole Marie Events
Jan 2018- Present

PR & Communication Coordinator

DePaul Steans Center
May 2017- March 2018

Peer Advisor

Obama Foundation
Sept 2017- Present

Brand & Communications Manager

South Loop Counseling Inc.
Jul 2014 - Sep 2016

PRRep PProgram Coordinator

Midtown Educational Foundation
Jun 2017 - Sep 2017

Advertising Creative

One Club & Leo Burnett
March 2017

- Responsible for leading an international nonprofit with headquarters in both Chicago and Missouri.
- Establish and manage programs and events that aim serve the community, promote leadership, and encourage women empowerment.
- Create all marketing materials, web-design, videography, and event coordination.
- Assist with event coordination, project management and execution for corporate, public and celebrity clientele.
- Initiating public relations brand strategies including pitches, marketing campaigns, and targeted editor outreach initiatives.
- Manage social media platforms as well as web content.
- Organized and lead a group of civically engaged youth participants during a city-wide seminar event.
- Received training from Facebook headquarters on using social platforms for management and events.
- Collaborated with the owner to identify and create a cohesive brand identity.
- Created all marketing materials including company logo, website, stationery products, and brochures.
- Managed both internal and external communication.
- Planned and hosted a conference aimed at exposing low-income students to the world of PR & Communication.
- Analyzed pre and post survey data which concluded that 83% of the students now have an interest in the field.
- Worked with a team of four creatives to create an advertising campaign for Kraft Heinz Company during a four day bootcamp.

SKILLS

- Adobe Suite 
- Video Editing 
- Photography 
- Project Management 
- Social Media 

AWARDS

- Curator Scholar**
Department of Communication
University of Missouri Columbia
- Outstanding Senior**
Department of Communication
University of Missouri Columbia

AFFILIATIONS

- Graduate Communication Association**
Co-Chair
2016 - Present
- Elite 23 International Inc.**
CEO/Founder
2013 - Present