

VALENTINA BORÉ

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SUMMARY

Innovative and passionate writer and editor skilled in developing dynamic stories and engaging content with unwavering dedication. Demonstrates success in leveraging current trends and platforms to increase engagement across diverse target audience groups. Effective communicator with a talent for delivering high-quality, attention-grabbing content and a commitment to upholding journalistic excellence, integrity, and best practices.

WORK EXPERIENCE

Sr. Bilingual Copywriter | Publix Supermarkets Jan 2019 - Present

- Develop marketing copy in both English and Spanish for customer-facing materials, including advertisements, promotional content, and digital campaigns, to engage audiences and enhance brand reach
- Ensure consistency and high-quality standards across all English and Spanish-language content to support cohesive branding
- Edit and proofread copy for grammar, spelling, and style, ensuring accuracy and adherence to brand guidelines
- Adapt writing style and tone to suit different target demographics and platforms, tailoring messaging for maximum impact and engagement

Guest Services Coordinator | Universal Orlando Aug 2018 - May 2019

- Served as a main point of contact for visitors, acting as a hospitality services resource by providing directions and amenities within the property
- Communicated requests to appropriate internal departments, accommodated special requests, and resolved all customer inquiries or complaints while providing the highest level of hospitality and professionalism

Content Liaison | Crystal Clear Digital Marketing Jan 2018 - Apr 2018

- Created native content for various industries, tailoring each piece to meet the distinct objectives and brand voices of 300+ clients to ensure high engagement
- Wrote and edited blog posts, articles, and marketing copy while maintaining a consistent tone aligned with the goals of each client
- Developed and scheduled strategic social media posts across multiple platforms to optimize content visibility

Reporter | The Villages Daily Sun Oct 2016 - Dec 2017

- Developed topical stories of interest covering politics, crime, and local and national news
- Planned, organized, edited, and reviewed content materials for print while contributing to strategies designed to increase the company's media presence
- Collaborated with editors and fellow writers to ensure accurate and unbiased reporting based on reliable information

EDUCATION

Bachelor of Arts in Journalism, Minor in Women's Studies

University of Central Florida

KEY SKILLS

Professional: Spanish Fluency, AP Style, Chicago Manual of Style, Copyediting, SEO Best Practices, Content Strategy & Creation, Sales & Marketing Copy, Customer Engagement

Technical: Microsoft Office Suite, Google Workspace, Adobe Photoshop, HTML, MailChimp, WordPress

VOLUNTEER

Usher & Ticket Scanner

Doctor Phillips Center for the Performing Arts