# Keven Valdez

Marketing and Communications professional with five years of experience blending strategic market analysis with high-fidelity visual storytelling. Proven track record in developing brand identities that drive measurable growth in conversion rates and client retention

## CONTACT


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## EDUCATION

**Bachelor's Degree**
Major: Communications
Minor: Marketing
Brooklyn College CUNY
Spring 2026

## RELEVANT COURSES

Advertisings and Direct Marketing

Consumer Behaviour

Electronic Commerce

International Business

Public Relations

## SKILLS

**Strategic & Analytical**: SWOT Analysis, Situation Analysis, Brand Identity Development, Market Research, Local SEO (Google & Apple Business Profiles), B2B Content Strategy.

**Creative & Multimedia:** Adobe Photoshop, Illustrator, Premiere Pro, Canva, Professional Photography (Portrait, Product, Event), Video Editing,

**Languages:** Spanish (Fluent)

## WORK EXPERIENCE

### Digital Content Strategist, Intern

*Brooklyn College BLMI | Jan- May 2026*

- Leveraged SWOT and Situation analyses to identify market conditions and develop data-backed marketing strategies.
- Orchestrated digital strategy best practices to enhance content execution across multi-channel platforms.
- Executed high-impact digital content, including photography and video, to improve brand engagement.

### Brand Designer and Marketing Assistant, Part Time

*Bella Imagen Beauty | 2020-2025*

- Achieved a 15% increase in conversion rates and client retention through the strategic implementation of new branding and marketing materials.
- Optimized local search visibility and customer discovery by managing Google and Apple Business Profiles.
- Designed comprehensive brand identity assets, including logos, flyers, and promotional materials, to fuel business growth.
- Produced professional photography for integrated use across digital and print marketing channels.

### Lead Multimedia Content Producer, Part Time

*LodDepot | 2022-2025*

- Used industry tools such as Adobe Creative Suite and video-editing software to design, edit, and refine multimedia content.
- Translated complex project goals into clear visual assets to streamline stakeholder communication and B2B sales pitches.
- Collaborated with internal stakeholders to translate abstract project goals into clear, actionable visual content.

### Freelance Photographer & Visual Content Creator

*Freelance | 2021-Present*

- Planned and executed photography shoots across portrait, product, street, and landscape styles
- Deliver professional event coverage for graduations, weddings, and high-level networking events.
- Managed full-cycle project logistics, including client communication, scheduling, and post-production editing.