

CAMILLE VALENCIA

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SUMMARY STATEMENT

Creative Director in the TV & film industry on and off-camera mastering the art of strategic narrative development. Pioneered campaigns increasing brand engagement by 15% on Instagram and TikTok. Leading teams of 5+ creatives, increasing project completion by 20%.

EDUCATION

BA - Communication and Media Studies | DePaul University | 3.6/4.0 GPA
Honors | Dean's List, Phi Theta Kappa Honor Society, Study Abroad Ambassador

June 2026

PROFESSIONAL EXPERIENCE

Associate Landlord | Petillia Properties | Naperville, IL

August 2024 - June 2026

- Advertised using Facebook groups, word of mouth, and [apartments.com](#).
- Negotiated tenant monthly rent.
- Ordered supplies and ran price comparisons for procurement.
- Arranged payments on Zelle to encourage on-time payments and access.

Social Media-Intern | LSC Event Planning | Remote

April 2025 - September 2025

- Devised and frequently updated the content calendar bi-weekly for Instagram with the supervisor.
- Crafted 10+ short form videos from longer pre-recorded events, increasing engagement by 15% on Instagram.
- Conducted research on competitors by observing successful storytelling strategies and carefully selected social media trends on both Instagram and TikTok, that align with the brand to increase social media engagement.

Marketing-Intern | Precision e-Business | Remote

April 2025 - June 2025

- Researched, developed, and presented a marketing plan with thorough customer profiles and a SWOT analysis to build a comprehensive marketing strategy.
- Scheduled routine check-ins with supervisors, communicated as needed, creating opportunities for teamwork while mastering the discipline to work independently.
- Led brand development process, through expressed interest, and the intent to maintain a consistent voice of the company for various forms of media.

PROJECTS

Art Director | DePaul University | Chicago, IL | Hybrid

January 2026 - March 2026

- Crafted over 10 works and graphic design projects with InDesign, Illustrator, Photoshop, Microsoft Presentations and Canva such as Pitch decks, social assets, brand materials while staying within brand guidelines.
- Spearheaded a strategic advertising campaign titled "Popping back into the Cinema," using Canva, merging both passions for the arts and business into a rebranding campaign with the objective to increase theater attendance.
- Established easy and identifiable naming conventions for file organization, ensuring proper export specs for asset handoff.

Producer and Assistant Director | When The Flower Blooms | Chicago, IL

December 2024 - February 2025

- Performed all functions of assistant director by strategic planning and management of daily schedules and consistent verbal communication for smooth production with consistent communication amongst crew, contributing to 83% on-time shoots..
- Researched multiple filming locations, scouted, and negotiated locations for film projects.
- Tracked receipts and submitted expense reports through Google Sheets.

SKILLS

Post Production: DaVinci Resolve, Adobe Creative Suite (Audition, InDesign, Photoshop, Illustrator Premiere Pro), Canva

Administrative: Google Workspace (Docs, Sheets, Slides, Forms), Microsoft Suite, Slack, Notion, Obsidian

Languages: English, French, Tagalog, Greek (Basic)