

VALERIA FERNANDEZ

30 E 62nd St • New York, NY 10065 • 929-316-3322 • valeriafdezleon2@gmail.com

[LinkedIn profile](#), [Medium blog](#), [Professional Portfolio](#)

Passionate storyteller with PR and communications experience across tech, finance, beauty, and lifestyle. Skilled at crafting compelling narratives and strategies, with a global perspective shaped by travels to 30 countries.

EDUCATION

NEW YORK UNIVERSITY

M.S. in Public Relations and Corporate Communication

GPA: 3.83 / 4

Relevant Coursework: Strategic Communications, Business in PR, Law and Regulation, and PR Writing.

New York, NY

September 2024 – Expected May 2026

THE GEORGE WASHINGTON UNIVERSITY

Bachelor of Arts in Journalism and Mass Communication, Minor in Sociology

GPA: 3.5 / 4 | Honors: Dean's List 2022-2023, Cum Laude

Activities: Member of National Society of Collegiate Scholars (2020-2023); Reporter for The GW Hatchet (2019-2022)

Washington, DC

August 2019 - May 2023

WORK EXPERIENCE

Power Digital Marketing

Public Relations and Affiliate Marketing Intern

- Pitched 150+ journalists weekly at trade and consumer outlets using Muck Rack; secured placements in Glamour, AOL, and SheKnows, boosting client visibility across fashion, wellness, and food & beverage sectors.
- Developed targeted media lists and coordinated influencer/press mailers to help clients reach new demographics; supported a men's grooming brand in designing consumer strategies targeting women to drive brand awareness and influence purchase decisions.
- Supported affiliate marketing campaigns by compiling performance reports in Impact and conducting competitive audits; delivered insights that guided return-on-ad-spend strategies and optimized consumer PR campaigns around launches, product features, and media roundups.

New York, NY

June 2025 – August 2025

Narrative Strategies

Strategic Communications Associate

- Tracked media coverage of federal grassroots, university, and primary election campaigns for TikTok, providing insights that identified potential influencers and supported weekly earned media mentions across channels.
- Supported VRBO's policy efforts by drafting community letters with state lodging and resort alliances, identifying thought leaders for town halls, and developing talking points to advance short-term rental initiatives.
- Led data management for GE Aerospace's global footprint factsheet project, collaborating with creative teams and supporting Spanish-language materials to strengthen outreach and visibility in Latin American markets.

Washington, DC

November 2023 – May 2024

Public Relations Intern

- Monitored healthcare, energy, and financial services coverage using BGOV, Meltwater, and Digimind to track client and competitor mentions; provided daily insights that guided communication adjustments and positioned clients to anticipate market shifts.
- Drafted social content for clients' Twitter and LinkedIn accounts to spotlight policy changes, congressional hearings, and private equity activity; strengthened client visibility with investors, partners, and key stakeholders.
- Wrote press releases, memos, letters to the editor, and op-eds for clients, including BlackRock and Intuit, tailoring content to elevate perspectives and secure media attention on industry issues.

January 2023 – May 2023; August 2023 - November 2023

Bank Policy Institute

Communications Intern

- Assisted in launching an internal DE&I campaign, supporting strategy and monthly programming to strengthen employee engagement across teams.
- Improved website performance using Mailchimp and WordPress, reducing bounce rate by 10% and increasing monthly traffic by 15% through SEO enhancements.
- Supported weekly cross-team editorial planning, streamlining workflows to improve delivery timelines and provide evergreen content.

Washington, DC

June 2022 – August 2022

SKILLS/ACTIVITIES

Digital Tools: Adobe Suite (Premiere, InDesign, Photoshop, Illustrator); Microsoft Office; WordPress; MailChimp; Muck Rack; Meltwater; Digimind; BGOV; Canva; Hootsuite; Rival IQ; Later.com

Languages: Spanish (native), English (C2), French (A1/A2)

Certifications: DELF A1/A2 (2018-2019); Adobe InDesign, Photoshop, Illustrator; The Intern Group Career Advancement Training (2021); Muck Rack Fundamentals of Media Relations (2025)