

VALERIE DREYFUSS

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EDUCATION

Bachelor of Science in Advertising | Boston University
Minor in Business

May 2026

WORK EXPERIENCE

Marketing Intern | Boston Women's Workforce Council

October 2025 - Present

- Manage calendars, timelines, and project deliverables
- Serve as administrative assistant to council director
- Assist in planning and executing integrated marketing efforts, including social media, email campaigns, and community outreach
- Assist in coordinating BWWC's events such as panels, conferences, and conventions

Art Director | BU Adlab

September - December 2025

- Co-led the concepting, design, and execution of creative deliverables for Capital One campaigns at BU's AdLab, the nation's largest and oldest student-run advertising agency

Art Director Intern | FCB Global

June - August 2025

- Supported creative leadership by executing design tasks in Photoshop and Illustrator
- Collaborated on creative work across FDA, Kellanova, and Kenvue accounts

Director of Comms (volunteer) | The Sentinal

October 2024 - November 2025

- Led content development across LinkedIn, Facebook, and X, creating original, platform-specific assets aligned with brand voice and audience engagement goals
- Managed and mentored a team of content writers
- Planned and maintained content calendars

Sales Associate | Plantshed

June - August 2024

- Curated personalized floral bouquets for customers
- Assisted with inventory management
- Helped customers with plant queries
- Oversaw opening/closing procedures

Editorial Intern | Scholastic

June - August 2024

- Shot and edited morale-booster video for sales team
- Answered author fan mail, organized magazine archives
- Provided administrative support for editorial leadership

KEY SKILLS

- Social media content calendar management and distribution
- Professional written communications
- Google Analytics
- Adobe Photoshop/Illustrator/Indesign
- Adobe After Effects/Premiere Pro
- Excel/Google Sheets
- Powerpoint/Google Slides

AWARDS

- BU Adlab "Above and Beyond" | Fall 2025
- BU Ad Club "Best Creative" | Fall 2024