

Valeria Tibocha-Florez

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EDUCATION

University of Central Florida – Orlando, FL

May 2027

Bachelor of Arts in Digital Media, Web and Social Platforms | Minor in Marketing

Cumulative GPA: 3.740

WORK EXPERIENCE

UCF Arboretum LxL Internship – Orlando, FL

January 2025 – Present

Website and Microsoft Teams Management Intern

- Manage and regularly update the UCF Arboretum website to ensure accurate and informational content
- Maintain Microsoft Teams groups, fostering collaboration and effective communication across departments
- Develop custom applications using PowerApps to improve organizational efficiency and user experience for staff

Pegasus Promotions – Orlando, FL

August 2024 – Present

Content Creator

- Partner with local Orlando businesses to create and execute targeted social media campaigns
- Design visually compelling graphics for Instagram to boost online engagement and brand awareness
- Collaborate with three other agency teams to fulfill marketing plans
- Increased Instagram followers by 11.1% since the start of the year

UCF Card/Parking and Retail Services – Orlando, FL

October 2024 – Present

Student Assistant

- Produce identification cards for UCF and Valencia College students and staff, ensuring accuracy and confidentiality
- Process transactions for UCF merchandise to provide a positive customer experience through efficient service
- Oversee merchandise display to ensure the store environment remains organized and inviting for customers

LEADERSHIP EXPERIENCE

Design & Code, Vice President

Summer 2024 – Present

- Drive membership growth and improve member engagement through strategic initiatives
- Cultivate partnerships with other clubs and organizations to expand the club's network
- Ensure compliance with college policies and maintain smooth club operations
- Support the President and step in when necessary to oversee club activities

PROJECTS

Kitty Does Warfare | *UI/UX Design, Python*

Oct 4 – Oct 6 2024

- Collaborated with a teammate to develop a game inspired by Plants vs. Zombies for the Knight Hacks VII hackathon.
- Led the design and visual aspects of the project, including asset creation and concept organization.
- Utilized Canva for visuals, while coding the game using PyGame.

Portfolio Website | *UI/UX Design, HTML, CSS, Javascript*

Feb 2025 - Present

- Designed and developed a personal website to showcase skills, projects, and experiences.
- Marked my first venture into web development, using the site as both a portfolio and a personal marketing tool.

HONORS

- Dean's List
- Best First Time Hacker at KnightHacks VII

Fall 2023 – Fall 2024

October 2024

SKILLS

Languages: Fluent in English and Spanish

Computer Skills: Microsoft Office, Microsoft Powerapps, HTML, CSS, Python

Certifications: Microsoft Excel, Microsoft Word Expert, Microsoft Word, Microsoft PowerPoint, Adobe Certified Professional in Print & Digital, Media Publication Using Adobe InDesign, Adobe Certified Professional in Visual Design Using Adobe Photoshop