

Juliette Vale

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EDUCATION

University of Georgia

Bachelor of Arts, Advertising

General Business and Spanish Minor, New Media Certificate

Athens, GA

May 2026

GPA: 3.81/4.00

RELEVANT EXPERIENCE

Brandon AI, Content Strategist

August-December 2025

- Conducted extensive user research, including structured interviews and a well-developed branching “choose-your-own-adventure” questionnaire to understand user needs.
- Created brand identity for a novel AI product, including logo concepts, color palette, typography, and tonal guidelines.
- Developed conversational UX design, including tone, vocabulary, and interaction patterns for the AI agent.

Great Wolf Resorts, Integrated Marketing Intern

June-August 2025

- Managed timelines by maintaining the 2025 Integrated Marketing Calendar and organizing campaign files through SharePoint to streamline team collaboration.
- Assisted in the ideation process for 2026 spring and summer seasonal activations, contributing creative concepts to enhance guest engagement.
- Developed a Black Friday and Cyber Monday campaign strategy and presented it to the Revenue Management team for their input and approval.

INVOLVEMENT EXPERIENCE

Infusion Magazine, President/Editor-in-Chief

January 2026-Present

- Oversee all internal and external magazine operations, managing project timelines, production schedules, and overall publication progress.
- Lead a 12-member team by managing deadlines, overseeing performance through weekly meetings, and coordinating schedules via Google Calendar.
- Assist in maintaining revenue and fundraising goals, with upcoming responsibility for budget allocation planning.

Grady College of Journalism and Mass Communication, Ambassador

May 2024-Present

- Represent Grady College by fostering positive relationships with students, alumni, and distinguished guests, enhancing the college’s reputation.
- Facilitate student engagement by leading campus tours, assisting with college events, and creating welcoming experiences for prospective students and guests.
- Selected from a highly competitive pool of 150+ applicants to serve on a team of 40 ambassadors.

Infusion Magazine, Web Director & Social Media Co-Chair

August 2024-May 2025

- Maintained and optimized Infusion Magazine’s website, ensuring timely updates and improved user experience.
- Created promotional content for social media platforms, including Instagram and TikTok, to increase engagement and reach a wider audience.
- Managed the magazine’s social media strategy, driving a 17.9% growth in followers and improving online presence through consistent and targeted content updates.

SKILLS

Language: Fluent in Spanish

Software: Adobe InDesign, Adobe Photoshop, WordPress, Microsoft Excel, Monday.com

Programming Language: HTML, CSS