

Jessica Valenzuela

Entrepreneur, Emerging Media Strategist and Blogger at Mavin Digital Inc.

NYC, SF, NY, US

I cover topics on how tech, design and media is changing how we live. Are you adept to adapt?

Biography

After living and traveling in Asia and Micronesia working for a global trade publishing firm, I relocated to the United States. My career in the US started with a marketing internship for a pharmaceutical company. A year later while in school at DePaul University, I became Marketing Director. Which led to an opportunity in Product Management for Kaplan Financial Education. After a decade in Chicago, I ventured into New York City. Accenture quickly opened doors to a digital advertising career at Young & Rubicam, Tribal DDB and Ogilvy. This is when the spark came for my startup, Mavin Digital.

Today, I am in San Francisco (and New York City) where I help shape strategy for content, the social web, cloud computing and mobile for Bluewolf and a few firms in the venture and technology space.

My content is a mix of technology, design and media. I am also passionate about music, dance, film, food, wine, travel, sailing, kiteboarding, snowboarding and climbing. I am curious about the past, present and future.

I speak at small and large technology events for the enterprise and consumers. I'd love to hear about speaking opportunities. Please feel free to reach out!

Availability

Keynote, Panelist, Workshop, Author Appearance

Industry Expertise

Advertising/Marketing, Design, Corporate Leadership, Internet, Social Media, Travel and Tourism, Media - Online, Program Development

Areas of Expertise

Social Media in the Enterprise, Social Crm, Mobile, Social Enterprise, Singularity, Consumerization of It

Affiliations

Social Media Biz, Yammer, New York City Venture Connection

Sample Talks

Secrets For Success In Social Media

Useful use-cases for the small business owner.

Enhancing Sales Cycles Using The Power of Content in an iPad App

For info360 in New York City June 13-14

If You Can't Control Them, Join Them

The challenge faced by CIOs as the consumerization of IT takes over the enterprise.

Accomplishments

Founder, Mavin Digital, Inc.

A creative agency that delivers useful and easy to understand digital properties, products, designs and technology.

Kiteboarder

Learning to kiteboard is one of the most difficult feats I tried to learn. It took me a surmountable number of lessons, traveled to four different kite locations across the country and went through three different instructors before I could barely get on the board then eventually sail upwind. I recall it to be one of the most fulfilling moments of my life since immigrating to the US.

Snowboarder

We don't have snow in the Philippines. I learned to ride in five days in 2007. It was one of the best winters of my life since immigrating to the United States!

Product Management, Kaplan Online University

Product management lead in the creation of Kaplan's financial services online university.

Digital Program Manager

Delivered advertising programs for global companies across multiple industries including pharmaceutical organizations, consumer goods, consulting, banking, entertainment, venture capital and startups.

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