

# 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?

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## 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!

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## Availability

Keynote, Panelist, Workshop, Author Appearance

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## Industry Expertise

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

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## Areas of Expertise

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

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## Affiliations

Yammer, New York City Venture Connection, Social Media Biz

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## Sample Talks

### If You Can't Control Them, Join Them

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

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

For info360 in New York City June 13-14

## **Secrets For Success In Social Media**

Useful use-cases for the small business owner.

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## **Accomplishments**

### **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.

### **Founder, Mavin Digital, Inc.**

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

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