

# VALENTINA ECHEVERRI-SAA

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## EXPERIENCE

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### CEO & Founder

Vesaa Media - July 2025 - Present

- Founded and lead a full-service digital and tech media agency specializing in social media management, content creation, AI-powered marketing solutions, and brand strategy for small to mid-sized businesses. Oversee all operations, client acquisition, creative direction, and technology integration.

### Digital Marketer Manager Intern

CPAmerica Inc. - May 2025 - Present

Responsible for CPAmerica's digital marketing by creating content, managing platforms, clients, and supporting analytics.

- Design and edit graphics, newsletters, and templates with Adobe Creative Cloud (Photoshop, Illustrator, InDesign).
- Track deadlines for initiatives, campaigns, or deliverables
- Coordinate between internal teams, leadership, and external partners

### Digital Markter

Clean O' Clock Cleaning Solutions - January 2021 - December 2024

Developed and managed digital content to strengthen brand presence and connect with customers.

- Managed social media pages, creating consistent and engaging posts.
- Designed ads and campaigns to increase visibility and reach.
- Supported leadership on internal improvement initiatives, maintaining projects on track and deadlines.

## INVOLVMENT

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### Active Member - Delta Gamma Sorority

August 2025 - Present

Engaged in leadership, service, and community-building activities as part of an international women's fraternity.

- Collaborated with members to plan and support philanthropy and fundraising initiatives.
- Participated in leadership development, networking, and professional growth opportunities.
- Contributed to a strong community through teamwork, communication, and campus involvement.

### Fundación de la Esperanza - Volunteer

June 2021

Contributed to community outreach by supporting communications and assisting with local initiatives.

- Assisted in creating and editing content for newsletters to keep the community informed and engaged.
- Helped organize and respond to community needs through volunteer activities.
- Strengthened Spanish-language writing and interpersonal skills while collaborating with local staff and families.

## EDUCATION

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University of Florida, Gainesville, FL

Bachelor of Science, Advertising

December 2026

GPA: 3.82

## SKILLS

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- **Bilingual Proficiency:** Fluent in English and Spanish
- **Technical Proficiency:** Microsoft 365, Canva, Notion, G-suite, Meta Business Suite, Adobe Creative Cloud, WordPress, and Buffer
- **Interpersonal:** Coordinator, Proactive, Collaborative, Strategic, Dependable, Flexible, and Consistent

## REFERENCES

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Amy Azoulay - 239-370-2440  
Senior Marketing Manager, CPAmerica Inc.

Andres F. Rocha - 727-742-7563  
CEO, Clean O' Clock Solutions.