

Gianna Van Valkenburg

Tampa, FL (216)-903-9656 Giannav11@icloud.com www.linkedin.com/in/gianna-van-valkenburg

EDUCATION

Bachelor of Science in Marketing – Student
The University of Tampa (UTampa)
Work 15 hr/wk while attending school

September 2023-May 2026

Master of Professional Studies in Fashion Management
Parsons School of Design – The New School

September 2026- August 2027

EXPERIENCE

Social Media Marketing Intern

Wherewithal, Tampa FL

January 2026- Present

- Serve as the on-camera brand ambassador, creating and publishing high-volume short-form video content across TikTok and Instagram to engage Gen Z audiences
- Collaborate directly with the founder to ideate and execute content strategies aligned with brand goals, trends, and campus culture
- Develop and produce student-led storytelling that translates proprietary fit technology into relatable, performance-driven social content
- Capture behind-the-scenes and live content at photoshoots, pop-ups, and campus activations to drive brand awareness and community engagement

Marketing Intern

University of Tampa Career Center, Tampa FL

September 2025-Present

- Develop content calendars and campaign timelines to ensure consistent, on-brand messaging across platforms
- Implement visual merchandising principles in event marketing materials to strengthen brand identity
- Coordinate cross-functional teams to deliver cohesive campaigns aligned with organizational goals
- Create style guides and brand standards to maintain consistency across digital and print materials
- Conceptualized campaign ideas inspired by lifestyle branding to make events more relatable to students

Fashion Intern

Callis Curations, Jacksonville Beach FL

May 2025-August 2025

- Styled outfits for product shoots, social media content, and e-commerce listings, ensuring each look aligned with brand aesthetics.
- Managed inventory by organizing new arrivals, monitoring bestsellers, and supporting merchandising decisions.
- Created engaging social media content, wrote compelling captions, and interacted with followers on Instagram.
- Researched current fashion trends to support seasonal buying and contribute to product curation.
- Supported in-store events and pop-ups, while providing attentive and friendly customer service both in-person and online.

Social Media Marketing & Content Creation Manager

University of Tampa, The Advertising Club

January 2025- May 2025

- Designed visually engaging Instagram posts using Adobe Express and Canva
- Maintained aesthetic consistency and aligning with brand identity
- Researched trends to increase engagement and follower interaction

LEADERSHIP

Founder/President

University of Tampa, The Fashion Club

September 2025-Present

- Founded and lead a student-run organization that educates and inspires students interested in fashion, creativity, and building careers in the industry
- Presented and gained official recognition from the university's RSO board to establish the club
- Oversee the executive board, including social media, marketing, and creative teams, to maintain brand consistency and campus engagement
- Guide the club's social media content strategy featuring posts on sustainability, trend predictions, brand highlights, and student fashion perspectives

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PROJECTS & CREATIVE WORK

Fashion Blogger

- Develop, write, and manage a personal fashion blog discussing style trends, fashion marketing campaigns and sustainability

CERTIFICATIONS

HubSpot- *Social Media Marketing*

HubSpot- *Inbound Marketing*

Anthrop/c- *AI Fluency: Framework & Foundations*

SKILLS

- Microsoft Excel, Word, and PowerPoint
- Canva
- Sked Social
- Social Media Platforms (Instagram, Facebook, Tik Tok)
- CPR certified
- ChatGPT & Claude