

Meet Valerie -
your new
secret
weapon.



MY APPROACH IS DIFFERENT.

I'm a literary scholar who spent 20 years developing marketing and branding campaigns for Fortune 500 companies.

Along the way, I learned that the most powerful writing isn't just polished—it's deeply human.

My program combines strategic thinking, branding expertise, and literary craft to help students develop competitive applications grounded in authentic voice and vivid storytelling.



LITERARY SCHOLAR



MARKETING
STRATEGIST &
BRAND EXPERT



WRITER & CONTENT
CREATOR



ESSAY COACH &
MENTOR



MOM, WIFE, ANIMAL
LOVER



ITALIAN GIRL
(fuhgeddaboutit)

TRUSTED. PROVEN. PERSONALIZED.



Even students who attend private schools often don't get the amount of personalized support they actually need—especially on the essay—which can account for 25% of the admission decision.

I've coached students from elite schools, including Miss Hall's School, Tabor Academy, and Fairfield College Preparatory. I was also hand-selected to work with the prestigious Henry Cisneros Scholars Program in San Antonio, Texas.



"Our Scholars Program incorporates nationally and globally recognized mentoring models, including Toastmasters and Café College. Ace the Essay with Valerie has elevated our program further by bringing an extraordinary combination of expertise, personalized coaching, and genuine enthusiasm. She has a wonderful ability to connect with students, and they truly enjoy working with her."

- Quiana Natividad, VP of Development, Cisneros Scholars

A TRANSFORMATIVE COACHING PROGRAM. Knowing who you are is a gift. Learning how to express it is a skill.



CLARITY

Students develop a stronger sense of agency by learning to reflect, think independently, and trust their own perspective. They gain greater clarity around their values, strengths, motivations, and the story that is genuinely only theirs to tell.



CONFIDENCE

Students learn to speak about themselves with greater confidence and self-awareness. Knowing what they value, what they bring to the table, and where they want to go prepares them not only to write a stronger application, but to walk onto campus knowing themselves a little better.



READINESS

Students build skills that extend far beyond college applications: critical thinking, reflection, self-awareness, creativity, adaptability, and authentic communication. These are skills they carry into interviews, classrooms, relationships, careers—and whatever comes next.

Programs range from essay-only to essay and supplementals to full-application support, as well as curriculum-only options without any one-on-one coaching. Available individually, for groups, and as workshops.