

PATRICIA VALENZUELA-KENT

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SUMMARY

Concept-driven, detail-oriented, and persuasive copy professional with experience in market initiatives, advertising campaigns, brand management, stylebook creation, landing page optimization, UX, and leadership.

Proven aptitude in working with cross-functional teams, communicating with key stakeholders, and directing all aspects of job functionalities. An intentional writer dedicated to being the voice of the target market, while being an empathetic leader focused on mentorship, openness, and collaboration.

EXPERIENCE

CITYBLOCK HEALTH, INC.

Brooklyn, NY

Copy Lead 2021-2023

- Wrote clear, persuasive, member-centric copy that supported marketing initiatives and drove results
- Wrote and created Cityblock's copy stylebook, which is now the company's standard for brand tone and voice
- Worked with marketing and design to develop new ideas and translated them into concise, compelling copy for landing pages, social ads, banner ads, SEM copy, marketing collateral, and internal comms
- Optimized copy for preexisting landing pages that improved overall bounce and conversion rates

LEGALZOOM, INC.

Glendale, CA

Manager, Digital Copy 2017-2021

- Led and mentored a team of copywriters, and was the point person for all things copy and brand
- Wrote and optimized copy for landing pages, email campaigns, product flows, user experience, and website funnels
- Translated legalese into accessible language that channeled customers' hopes and concerns around starting business and protecting their brand
- Revamped company's brand and voice to better serve customers' needs and concerns
- Wrote copy for landing pages that led to 10.3% increase in product page starts

AAAZA, INC.

Los Angeles, CA

Associate Creative Director, Copy 2013-2017

- Led and mentored a team of creatives, and was the point person for all things copy and brand
- Wrote award-winning advertising campaigns for clients such as AT&T, DIRECTV, BBCN, and Bank of Hope

FREELANCE

USA and Asia

Creative Director/Senior Copywriter 2010-2014

- Wrote and produced advertising campaigns as well as film and TV scripts for clients such as Time Warner Cable, Target APA, Thai Airways, MoneyGram International, Wells Fargo, Coco Restaurants, AARP, LA County, City of Pasadena, and VIVA Films International

LUNADA BIOMEDICAL Los Angeles, CA
Direct Response Copy Head 2009-2010

- Created and wrote direct response advertising materials for print and digital

AGE OF LEARNING Glendale, CA
Web Copywriter 2006-2009

- Created and wrote original children’s educational literature for abcmouse.com

PUBLICIS MANILA Manila, PH
Associate Creative Director 1998-2001

- Led an award-winning team of creatives, and wrote for global brands such as Nestle, 7-Eleven, Novartis, and Hewlett-Packard

BASIC-FCB MANILA Makati City, PH
Copywriter 1994-1997

- Created and wrote TV, print, and radio campaigns for McDonald’s, Nestle, Kimberly-Clark, Colgate-Palmolive, and the Philippine Long Distance Company

EDUCATION

UNIVERSITY OF THE PHILIPPINES, Quezon City, Philippines
Theater Arts and Creative Writing

AWARDS and RECOGNITION

2000: Two Ad of the month awards, Creative Guild of the Philippines

2000: Finalist, Ad of the year, Creative Guild of the Philippines

2009: Spec TV spot for Prius: recognized as one of the best viral ads for hybrid cars

2009: Finalist for CareerBuilder’s Hire my TV ad contest

2010: Telly Award, DIRECTV Vietnamese Rap Video

2012: Telly Award, DIRECTV iKon Korean Campaign

2015: Telly Award, DIRECTV Korean Profiler TVC

2015: 3AF Creative Campaign of the Year, Bronze award, DIRECTV

2015: W3 Award, Branded Content, DIRECTV Showbiz Xao Xao

2016: Communicator Award of Excellence, BBCN Bank New Couch Print

2016: Communicator Award, DIRECTV Drama Queens TVC

COMPUTER SKILLS

MS Office Suite, Google Suite, Slack, Figma

LANGUAGES

Fluent in English and Filipino