



CONTACT

Houston, Texas | Remote, Hybrid
(832) 407-2200
janissevalenzuela@gmail.com
www.janisseportfolio.com

EDUCATION

M.S. MARKETING

Digital Marketing Specialization
Western Governors University
Salt Lake City, Utah
2023 - 2025

M.T.S THEOLOGICAL STUDIES

Biotechnology and Ethics Specialization
Pontifical John Paul II Institute at the Catholic University of America
Washington, D.C.
2016 - 2018

B.S IN MEDIA COMMUNICATIONS

New Evangelization/Media Specialization
John Paul the Great Catholic University
San Diego, CA
2012 - 2015

CERTIFICATIONS

GOOGLE DIGITAL MARKETING & E-COMMERCE

Coursera Google Certificates - 2024

PRODUCT MARKETING | CORE

Product Marketing Alliance - 2024 -25

SCRUM AGILE PRODUCT OWNER

Scrum Alliance - 2025

SALES MANAGER CERT.

LinkedIn Learning - 2024

HUBSPOT SALES HUB SOFTWARE

HubSpot Academy - 2023

REMOTE WORK SKILLS

LinkedIn Learning - 2023

PUBLIC SPEAKING SKILLS CERT.

Toastmasters International - 2023

LANGUAGES

ENGLISH

Native First Language
Speak, read, and write

SPANISH/ ESPAÑOL

Native and bilingual proficiency
Speak, read, and write

JANISSE VALENZUELA, MTS

MISSION-DRIVEN STRATEGIC COMMUNICATIONS, MARKETING & PARTNERSHIPS PROFESSIONAL

I help mission-driven organizations grow through a deep understanding of human behavior, marketing psychology, strategic partnerships, storytelling, & strategic communications.

WORK EXPERIENCE

SENIOR PRODUCT MARKETING MANAGER

2024 - 2025 (Full-Time)

Augustine Institute / St. Louis, Missouri (non-profit / media company)

- Launched GTM for theology school and catechetical products, boosting sales
- Led customer research and sales enablement, improving CTR by 40% and open rates by 28% for FORMED/AMEN apps
- Ran messaging campaigns that increased retention by 17% and ROI by 22%.
- Enhanced internal & external stakeholder relationships
- Product launch through agile and cross-functional teams
- Turned customer insights into strategy, driving 25% product growth and tighter GTM & story alignment

DIRECTOR OF MARKETING & COMMUNICATIONS

2024 (Full-Time)

Catholic Institute of Technology / Rome, Italy (non-profit / tech start-up)

- Enhanced website UX, driving 25% higher engagement, design workflow
- Expanded social media reach with a 100% LinkedIn follower increase (5,000 new connections in 30 days) and a 70% Instagram growth (from 10,000 to 17,000 followers)
- Streamlined email workflows with a team of 5, improving 35% efficiency
- Oversaw all marketing and communication for university

BRAND MANAGER, PARTNERSHIPS

2023-2024 (Full-Time)

Angel Studios Inc / Remote Position - Provo, Utah (media & technology startup)

Spearheaded marketing initiatives for the Cabrini film, achieving a 98% Rotten Tomatoes audience score and grossing \$20M in ticket sales. Oversaw international marketing in North America for Theatrical release.

- Led Catholic marketing segmentation
- Fostered key filmmaker and influencer relationships
- Drove Cabrini film to top 5 box office
- Boosted ticket sales by 25% through deal collaborations
- Led film book sales with Sophia Press
- Authored ad copy, ecommerce, and managed social media
- Cross-collab with multiple tech teams
- Led Catholic Partnerships, Hallow & Carmel Communications

DIRECTOR OF MARKETING & COMMUNICATIONS

2020-2023 (Full-Time)

Witness to Love / Remote Position - Lafayette, Louisiana (non-profit)

Oversee all aspects of digital marketing and branded content creation for Witness to Love. WTL is a national Catholic Marriage Apostolate, offering marriage prep mentoring & enrichment for couples.

- Produce/edit 5-Star WTL podcast
- Design multiple print and digital content
- Edit videos for Vimeo & YouTube
- Plan content marketing ecommerce campaigns
- Create content for fundraising events
- Design content for monthly email newsletters

NATIONAL MEDIA RADIO & PODCAST CO-HOST

2021-2021 (Part-Time)

Guadalupe Catholic Radio Network / Houston, Texas (non-profit)

Part-time radio co-host for Guadalupe Catholic-Christian Radio. I helped run their morning live radio show covering the latest news within culture from the US White House to the Vatican (Catholic Drive Radio Show).

- Research trending Vatican/Faith news
- Manage Youtube & design video thumbnails
- Research trending US political news
- Network-schedule daily radio interviews (guests booking)
- Live daily morning show 4am-8am
- Connect with various Catholic radio sponsors/influencers

THEOLOGY UNIVERSITY ADJUNCT PROFESSOR

2018-2020 (Part-Time)

University of St. Thomas (TX) / Houston, Texas (non-profit)

Taught in-person undergraduate Theology courses on UST Catholic campus. I taught the following courses: Moral Theology and Introduction to Sacred Scripture to university undergraduate students

- Taught for three school semesters
- Professor for THEO 5349 and THEO 1301
- Taught a total of 75 college students
- Grading of student essays and projects
- Create lesson curriculum and syllabus
- Apply various learning styles to teaching lessons

PARISH FAMILY LIFE COORDINATOR

2018-2020 (Full-Time)

St. Faustina Catholic Church / Fulshear, Texas (non-profit)

Coordinate the Parish's faith formation English & Spanish Sacramental prep programs for Infant Baptisms, Holy Matrimony, and Marriage Enrichment. Journey with families and couples in their sacramental prep.

- Guided 35 couples towards Holy Matrimony
- Manage & schedule pre-wedding sessions
- Guided 15 couples toward Convalidation
- Review Pre-Marriage inventories (Prepare Enrich)
- Taught over 200+ families Baptism seminars
- Organize Marriage-Prep lectures for couples

PREPARATORY HIGH SCHOOL THEOLOGY TEACHER

2018 & 2020 (Full-Time)

St. Pius X High School and Opus Dei Magnolia School / Houston, Texas (non-profit)

Taught High School Theology (2018) and Grade School Religion (2020) for two non-profit, private, independent, Catholic liberal arts schools. I taught theology and religion classes for HS and elementary.

- Taught (Juniors) THEO 130 - Life in Christ
- Created lesson plans for different age groups
- Taught HS Moral and Sacramental Class
- Administer test, grading, and HW assignments
- Monthly parent and student meetings
- Created daily PowerPoint lesson presentations



HARD SKILLS

- Digital Marketing Strategy
- Brand Management
- Sales & Business Optimization
- Public Speaking & Press Relations
- User Research and Analysis
- Product Lifecycle Management
- Social Media Marketing
- Data-Driven Market Analysis
- Product Marketing Messaging
- Content Creation Strategy
- Email Marketing
- Project Management
- Product Roadmap Planning



SOFT SKILLS

- Cross-Functional Collaboration
- Adaptability and Resilience
- Innovation and Creativity
- Strategic Thinking
- Emotional Intelligence
- Agile Design Thinking
- Relationship Building
- Empathetic Active Listening
- Stakeholder Management
- Results-Driven Problem-Solving



SOFTWARE SKILLS

Adobe Creative Cloud



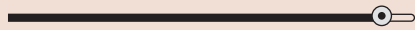
Flodesk & Mailchimp



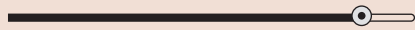
HubSpot CRM Automation



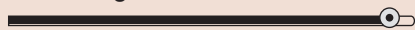
Slack, Zoom, Google Workspace



CapCut (Content Creation Editing)



Adobe Lightroom & Premiere



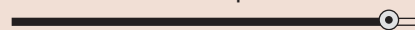
Miro, Notion, Jira Software



Social Media | Later & Metricool



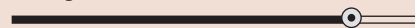
Canva & Adobe Express



UX/UI Prototyping Tools | Figma



Google Drive & Microsoft Software



SurveyMonkey & Typeform



ClickUp Monday.com, Asana, Trello



CONTINUED WORK EXPERIENCE

DIGITAL MEDIA MARKETING SPECIALIST

2016-2018 (Full-Time)

[United States Conference of Catholic Bishops \(LMFLY Committee\)](#) / Washington, D.C.

Oversee the digital marketing and the social media branding for the office of Defense and Promotion of Marriage for the Committee on Laity, Marriage, Family Life and Youth - under the USCCB Supervision.

- Produce "[Made for Love](#)" USCCB podcast
- Design weekly website blog post graphics
- Manage [marriageuniqueforareason.org](#)
- Manage & schedule social media graphics
- Launch national NFP social media campaigns
- Craft bi-weekly email newsletter campaigns

PARTNERSHIP MARKETING COORDINATOR

2015-2016 (Full-Time)

[The Goretti Group](#) / San Diego, CA (non-profit)

The Goretti Group is a movement for young-adults seeking to rediscover authentic masculinity & femininity to become witnesses to the joy of the Church's teachings on St. John Paul II's Theology of the Body.

- Create digital + print content
- Email Marketing with Mailchimp
- Create social media marketing plans, update website, and social media sites
- Host workshops, for Catholic young-adults
- Organize monthly social events and faith workshops
- Arrange speaking engagements with Missionaries of Charity in Tijuana, Mexico for teens and young-adults

MEDIA PRODUCTION FILMING ASSISTANT

2014-2015 (Part-Time)

[Catholic Answers](#) / San Diego, CA (non-profit)

Catholic Answers is a multi-media apostolate that serves Christ by explaining and defending the Catholic

- Camera operator for the filming of Documentary "A Case for Catholicism"
- Interviewed well-known Catholic apologists, i.e., Tim Staples, Jimmy Akin, Trent Horn, and Hector Molina



ENTREPRENEURIAL FREELANCE WORK

JANISSE VALENZUELA PHOTOGRAPHY

2019- 2025 (Freelance)

Business Owner and Lead Photographer | [www.janissevalenzuelaphoto.com](#)

- Launched my own photography business in 2019
- Profited \$350K in sales, managed 200+ invoices
- Managed CRM Systems, Business Optimization
- Photographed 100+ Christian-Catholic weddings
- Photographed 200+ family portrait sessions
- Customer Service, Marketing, & Client Experience

CREATIVE DIGITAL MARKETING WITH JANISSE

2014 - 2018 (Freelance)

Lead and Creative Designer | [www.janissevalenzuela.com](#)

- Manage social media sites for various non-profits
- Design Business Logos and Websites
- Brand and content manager for small businesses
- Produce Video & Photo content for brands
- Samples of Past Video Projects: [\[Click Here\]](#)
- Brands I've worked with: [Fit for Christ Bootcamp](#), [Children of the Immaculate Heart](#), [Spoken Bride](#), [Bike For the Unborn](#), [Photina Short Film](#), [Simplifywith](#), [Claire](#), [JP Catholic](#), [Thirsting For Truth Ministry](#), [David Casper Music](#), [Marriage Unique for a Reason](#)

DIVINE COMMUNION | BIBLE ANIMATED SERIES

2014 - 2015 (College Thesis Project)

Lead Producer and Designer | [www.instagram.com/divinecommunion](#)

- Produced an animated Covenantal Bible Series
- Teaching the story of salvations through video
- Check out our Youtube Channel [\[Click Here\]](#)
- Fundraised \$25,000 to contract talent production
- Direct voice actors, animation artist & screen writers
- Watch Promo Video for this Bible Series [\[Click Here\]](#)



TRAININGS

REFORM WELLNESS GRADUATE

Wellness Online Program - Spring & Fall 2022
Dig to the Roots Program - Spring 2023

GIVEN INSTITUTE ALUMNA

GIVEN Forum Attendee - Summer 2019
Given Academy Student - Fall 2022

THE WOMAN SCHOOL - COACHING

Wholeness Masterclass Alumna - 2021-2022

DECIDED CATHOLIC EXCELLENCE MEDIA

Lead Magazine Photographer - 2021-2023

CATHOLIC FAITH VOICES USA

Media Workshop Alumna - Fall 2015

CATHOLIC YOUNG PROFESSIONALS

Member - 2015 - 2019



VOLUNTEER

CHILDREN OF THE IMMACULATE HEART

Marketing and Fundraising Committee - 2013-15

BLOG CONTRIBUTOR

Spoken Bride (Catholic Weddings) - 2019-20
Catholic-link.org (Evangelization) - 2013-14

PARISH FORMATION CATECHIST

St. Mary's Parish (1st Communion) - 2014-16
Assumption Parish (Confirmation) - 2010-12

ENDOW WOMAN GROUP LEADER

JPCU College Campus Leader - 2013-15

BIKE FOR THE UNBORN

Biking Pilgrim | Marketing & Fundraising - 2012-14

MISSIONARY CARMELITE CONVENT

Youth Retreat Planner & Leader - 2010-14
Quinceañera Teen Girl Retreat Leader - 2010-13

CO-FOUNDER OF NGEN YOUTH GROUP

Youth Group Co-Founder & Leader - 2010 -13



HOBBIES & PERSONAL INTEREST

