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PS+

NP Strategy

Valentina Rojas

Valentina enjoys bringing all kinds of communication campaigns to life, especially if it involves storytelling and writing, which tap right into her passion. When she was younger, Valentina wrote heartfelt poems and letters - an early talent she got from her dad.

Born and raised in Colombia, a country defined by its happy and welcoming people, Valentina understands the importance of authentic communication and valuable relationships. Her experience as an international student has shaped her into a purposeful, goal-driven professional. She brings those qualities to deliver outstanding results to NPS+ clients, whether it is through message development, social media engagement or media relations. She is also fluent in Spanish and is always looking for opportunities to use her bilingual skills.

Valentina graduated summa cum laude from the University of North Carolina at Charlotte and earned a B.A. in Communication Studies with an emphasis in International Public Relations and a minor in journalism. During her senior year, Valentina interned for NPS+ and permanently joined the team shortly after graduation.

Before joining NPS+, Valentina had previously experienced the corporate communications world at a managed healthcare organization, where she took on various content creation tasks and assisted with outreach to the Hispanic community. She was also a project management intern at a multicultural digital marketing agency, and a member of the UNC Charlotte chapter of the Public Relations Student Society of America (PRSSA), where she served as a public relations coordinator.

Valentina is excited to grow her professional career along with the NPS+ team. She loves traveling with family and friends - and when she is not at work, you can find her planning her next weekend getaway, enjoying a good meal plus dessert in South End, or hanging with her French bulldog Enzo.



Valentina Rojas
Communications Coordinator

email:
valentina@npstrategy.com

phone:
704.338.5368

ALL STRATEGIES ARE NOT CREATED EQUAL

- + Community Assessment
- + Crisis Management
- + Media Relations
- + Message Development
- + Project Launch
- + Stakeholder Management

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