

MIA RILEY VALENTINA DEEN

MEDIA ACQUISITION INTERN | KOPARI BEAUTY | U.S. NAVY VETERAN

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SUMMARY

Experience spanning 6+ years across executive administration and marketing, complemented by **8+ internships in marketing and related fields**. Skilled in campaign execution, brand partnerships, and digital marketing, with hands-on experience using **Meta Ads Manager, Google Analytics, Canva, and Notion**. Brings a strong balance of organization and creativity to fast-paced environments. **U.S. Navy veteran** known for discretion, efficiency, and a detail-oriented approach.

PROFESSIONAL EXPERIENCE

Media Acquisition Intern | Kopari Beauty

April 2026- Present

- Support paid social campaigns across Meta, including ad setup and creative uploads
- Track performance metrics (CTR, CPC, conversions) to optimize campaign effectiveness.
- Collaborate cross-functionally to support product launches and customer acquisition.

Executive Administrative Assistant, United States Navy

Nov 2020 - Present

- Managed classified material and admin oversight for 3 departments (800+ personnel).
- Processed 1,470+ performance evals and 535 awards for leadership.
- Trained and supervised 50 staff on admin procedures and career development.

Marketing and Content Coordinator, Torrey Pines Dermatology & Laser Center

Nov 2025 - May 2026

- Increased email revenue \$4.5K → \$10.1K with 50–60% engagement across 2K+ reach.
- Drove \$9k+ revenue from email opens and up to 37 in-clinic visits per campaign.
- Trained and managed 3 marketing interns, overseeing content and brand consistency.

Brand Partnerships and Marketing Coordinator, The Lynn Club

Sep 2025 - May 2026

- Increased membership sales by 16% through targeted community and influencer marketing.
- Partnered with 65+ brands on sponsored collaborations, influencer seeding, and activations.
- Supported event execution through content, coordination, and intern management.

SKILLS

Marketing and Creative

Performance Tracking & Reporting · Calendar & Schedule Management · Executive Support · Internal Communications & Correspondence · Social Media Content & Strategy · Brand and Community Partnerships

Tools and Analytics

Microsoft Office (Outlook, Excel, PowerPoint) · Social Media Analytics · Canva · SEO · Google Workspace

EDUCATION

Bachelor of Science in Communication, Double Minor in Marketing and Design

2027

University of California San Diego (UCSD) - Junior

ADDITIONAL INFORMATION

Certifications: Business Administration Computer Applications, Clerical Procedures Word Processing, American Red Cross Certification: Adult CPR/AED, Department of Defense (DOD) Cyber Awareness Challenge

Awards/Activities: Navy Achievement Medal 2024, Good Conduct Medal Active 2024, Sea Service Deployment Ribbon 2024, Flag Letter of Commendation 2022, Meritorious Unit Commendation 2022, National Defense Service Medal 2020.