

ABDIEL VALLEJO-LOPEZ

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PERSONAL BACKGROUND

I'm a creative writer and digital marketer with experience in advertising, education, magazine publishing and nonprofit public relations.

EXPERIENCE

Tennessee Valley Authority

Brand Writer, Economic Development

09/23-Current

- Through authentic storytelling, show the value TVA brings to every person living within the seven-state region. Work with subject matter experts to identify incredible story ideas, interview stakeholders, write stories and coordinate with visual colleagues to develop great content.

Chattanooga Area Chamber of Commerce

Senior Creative Manager

02/22-09/23

- Responsible for managing the communications team and overseeing creative development and execution of the Chattanooga Chamber's communication, marketing, and design projects, advancing both Chattanooga Chamber and Chattanooga Chamber Foundation strategic goals.

Marketing Communications Manager

09/21-02/22

- Serves as managing editor of Business Trend magazine/ChattanoogaTrend.com and lead writer for Chamber communications. Manages department internship program and coordinates marketing for major chamber events. Handles local media outreach and assists with efforts to market the region nationally. Serves on interdepartmental digital and social media team and liaises with communications volunteers.

MOCK, the agency

Copywriter

11/19-09/21

- Serves as copywriter for products in the medical, industrial equipment, and food and beverage markets. Supports both Senior Writer and Creative Director in campaigns for startups, nonprofits, and Fortune 100 companies including Naked Truth, Legacy Donor Services, and AT-RISK International. Portfolio: writervallejo.com.

TEACHING PRACTICE

Chattanooga State Community College

Tutor, Donald F. Andrews Reading & Writing Center

09/22-Current

- Facilitating and planning collaborative tutoring sessions for students enrolled in the Reading and Writing co-requisite remediation courses. Developing a positive and supportive relationship with the students needing additional academic assistance in Reading and Writing co-requisite courses.

Southern Lit Alliance

03/22-Current

Facilitator, [Turn the Page](#)

- Providing reading, creative writing and journaling opportunities for incarcerated people inside Bradley County Jail. Offering pathways to discuss all aspects of life, inside and outside prison through the written word.

WRITING SAMPLES

EDGE Magazine/ ChattanoogaTrend.com

2021-Current

- [Triptych: Navigating the AI Frontier](#)
- [So, You Want to be a Podcaster?](#)
- [Brick by Brick: Building Chattanooga's Startup Scene](#)
- [Iron Sharpens Iron: A New Workforce Starts Fresh](#)
- [Meet Chattanooga's Kitchen Incubator Entrepreneurs](#)

Paste Magazine

2018

- [Daily Dose: Kamasi Washington, "Fists of Fury" / "The Space Travelers Lullaby"](#)
- [Cuarón, Iñárritu and del Toro: The Rise of the Mexican Director](#)

SKILLS AND KNOWLEDGES

- AP, APA, MLA and Chicago Format
- Social Media Content Creation
- Speech Writing
- Crisis Communication
- SEO/Writing for Web
- Adobe InDesign
- Microsoft Outlook
- Microsoft Planner
- Elementor
- WordPress

EDUCATION

- MFA, Writing, Savannah College of Art and Design - Atlanta 2016-2019
- BA, Liberal Arts: Humanities, The University of Tennessee at Chattanooga 2013-2015