

JAN LINDSTROM VALERIO

lindstromvalerio@gmail.com

EXPERIENCE

2015-present: Freelance Writer/Website Designer/Documentary Filmmaker

Contribute feature articles to entertainment trade publications *Daily Variety* and *DGA Quarterly* (the magazine of the Director's Guild of America); create content for and design websites for artists, businesses and non-profits. In pre-production for a documentary short feature film.

2011-2014: National Business Development Manager - Marketing & Events, Barnes & Noble, Inc.

Developed programming for nationwide events in all 675 Barnes & Noble stores. Worked with buyers, publishers and vendors to create and effectively execute programming that increased customer traffic and sales. Events included digital workshops, storytimes, bookfair fundraisers, educational toys and games events, educator events, and events tied to book, movie and TV properties and releases, such as Star Wars Reads Day, *Diary of a Wimpy Kid* and "The Hunger Games." Wrote event templates, intranet articles, columns and store alerts promoting all events. Created and approved PR and marketing content, including press releases, bn.com banner ads, consumer emails, social media posts and in-store signage. Assisted stores in executing large-scale author and celebrity signings (Hillary Clinton, Michelle Obama, Neil Gaiman, the cast of "Breaking Bad").

2005-2011: West Coast Regional Community Relations Manager, Barnes & Noble, Inc., Los Angeles, CA

Oversaw the Community Relations program in 83 West Coast stores, including California, Oregon, Washington, Idaho, Nevada, Alaska and Hawaii. Responsibilities included event management, community outreach, corporate and institutional sales, bookfairs, media and training. Held meetings to roll out new programming and increase store results.

2003-2005: Manager, Author Promotions, Barnes & Noble, Inc., New York, NY

Worked with major publishing houses to determine the placement of national touring authors in Barnes & Noble stores nationwide. Organized and ran large-scale celebrity author events, including Pres. Bill Clinton, Madonna, Will Smith, Neil Gaiman, Tom Clancy, John Irving, Joan Dideon, Michael Connelly, James Patterson and hundreds more. Recommended media buys for local markets. Worked with publishers and stores to devise effective event plans.

1998-2003: Community Relations Manager, Barnes & Noble Booksellers, Los Angeles, CA

Planned, supervised and publicized author book-signings and special events for the West Coast flagship store, including national touring and celebrity authors. Organized book groups, writing workshops and poetry readings. Created PR plan that significantly increased traffic and sales. Partnered with non-profit groups in literacy, the arts and education, including hosting national events such as Educator's Night and the Holiday Book Donation Drive.

1993-1997: Vice President-Entertainment, The Lee Solters Company, Beverly Hills, CA

Created national publicity campaigns for major corporate, entertainment and philanthropic clients. Wrote press releases, media alerts and bios. Wrote and produced PSAs. Planted column items. Booked print, radio and television interviews. Designed press conferences and supervised special events. Clients included: Michael Jackson, Barbra Streisand, Dolly Parton, Liza Minnelli, The Carousel of Hope Ball, The Race to Erase MS, Paramount Pictures Special Events, The Arizona Biltmore, Olympic swimmer Gary Hall, Jr., The Smithsonian Institution's 150th Anniversary, The Gay and Lesbian Center's 25th Anniversary Gala, and many more.

1986-1993: Independent Publicist / Freelance Writer, Los Angeles

Published feature articles in *The L.A. Daily News*, *The USC Family Magazine*, *Latina Magazine*, *Film Comment* and other publications. Freelance publicist for clients RKO Pictures, Marquis Entertainment, Food with an Attitude Catering, American Fine Art, Richard Davis Design and Tassili Boutique.

1984-1986: Special Sections Editor, Los Angeles Herald-Examiner

Wrote feature news stories, edited articles, wrote headlines and captions and designed layouts for the San Gabriel Valley weekly section. Co-edited the Real Estate, Career, Auto, Photography and Las Vegas weekly sections.

EDUCATION

University of California at Los Angeles (UCLA) - Bachelor's of Arts, Communication Studies, 1984.
Served as news reporter and editor for the *UCLA Daily Bruin*, 1981-1984, while maintaining a full course load.