

# PORTFOLIO

VALERIE TORRES

PUBLIC RELATIONS | ADVERTISING | CONTENT CREATION

INFOVALERIETORRES@PM.ME  
VALERiestorresl.com

# G L O W S I P

# GlowSip

Your new glowing bestie



Introducing GlowSip – an energy drink created with the intention of redefining what it means to “glow.” This campaign includes a full visual identity: a product mockup, a logo, a signature brand phrase, curated social media posts, and TikToks. The goal is to build brand awareness and connect with a community of girls who want to feel radiant, energized, and confident – without needing to overdo it. GlowSip is a blend of orange, cherries, and essential vitamins, delivering clean energy and a self-care boost in every can. It’s skincare meets sip – made for effortless glow from the inside out.

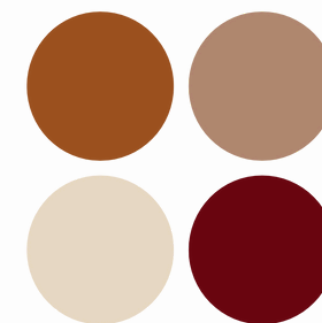


Drink Mockup

Logo  
Alternatives

GlowSip  
GS  
GlowSip

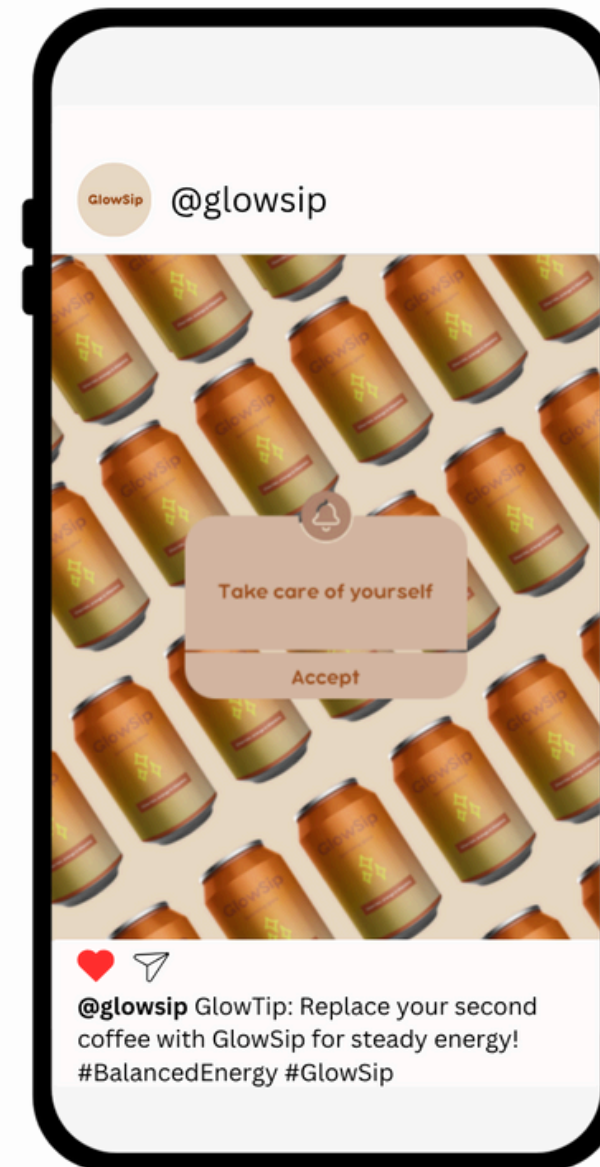
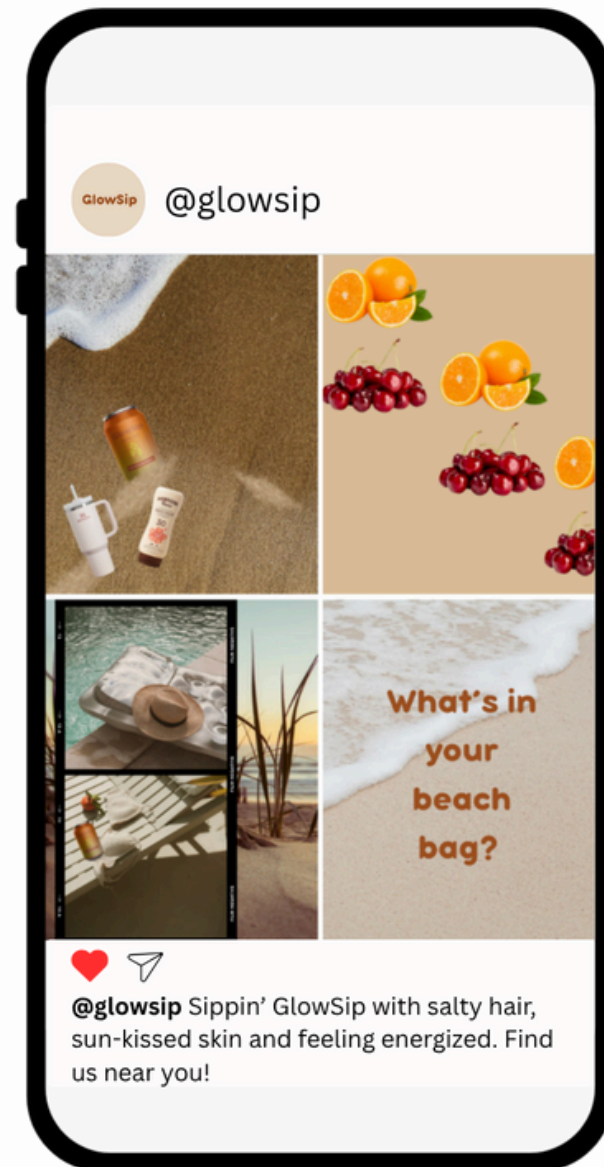
Color  
Palette



# GLOW SIP

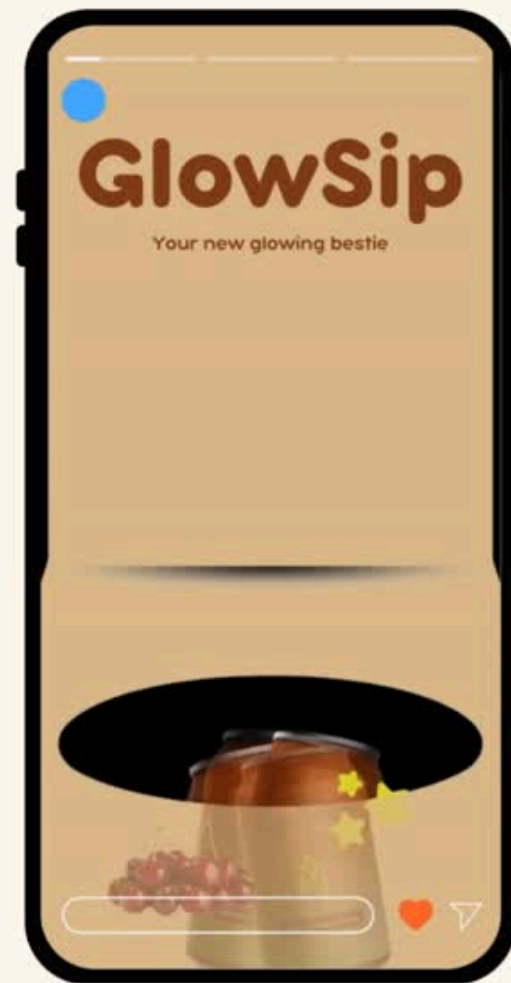
## @GlowSip

Social Media Posts



# GLOW SIP

**@GlowSip**  
TikTok



# OATLY MILK

## **We Didn't Mean to Replace Your Milk...** But Also, We Did

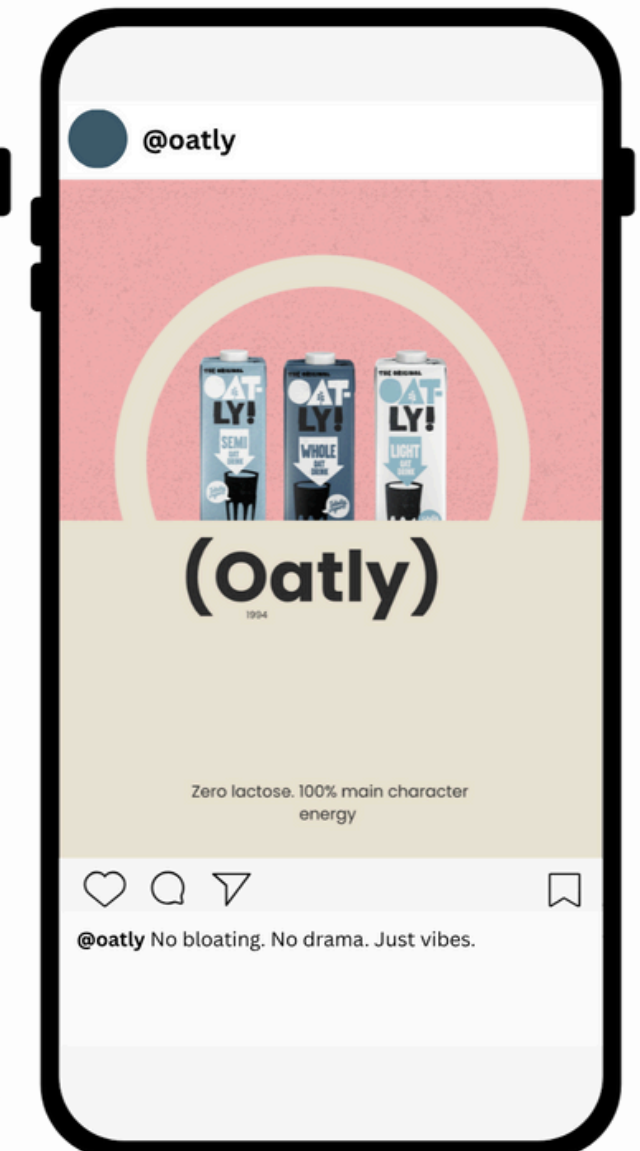
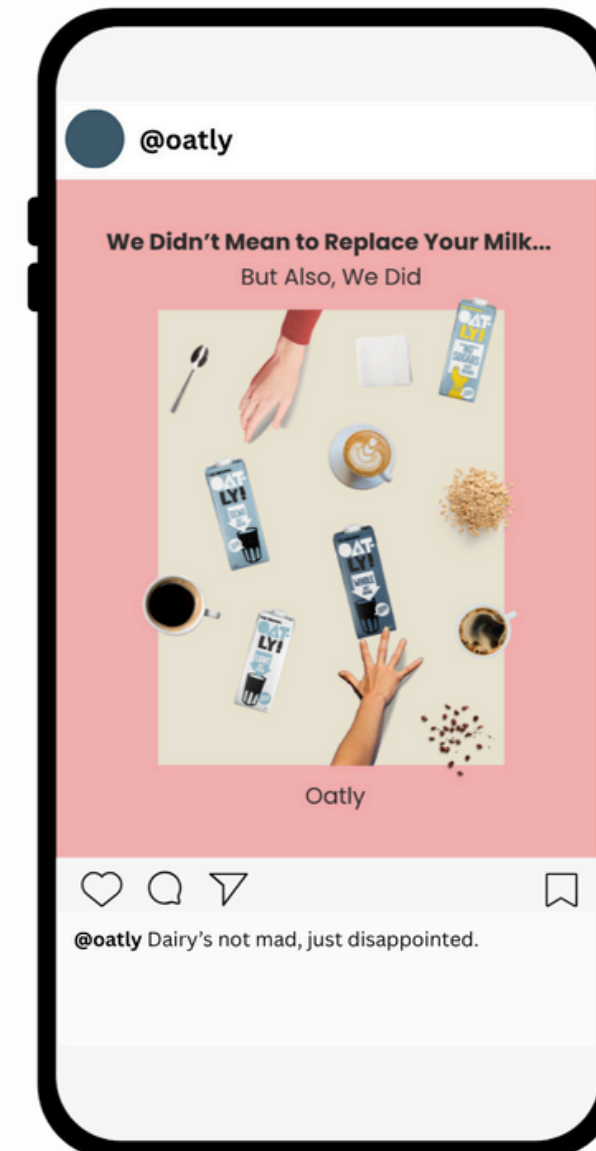
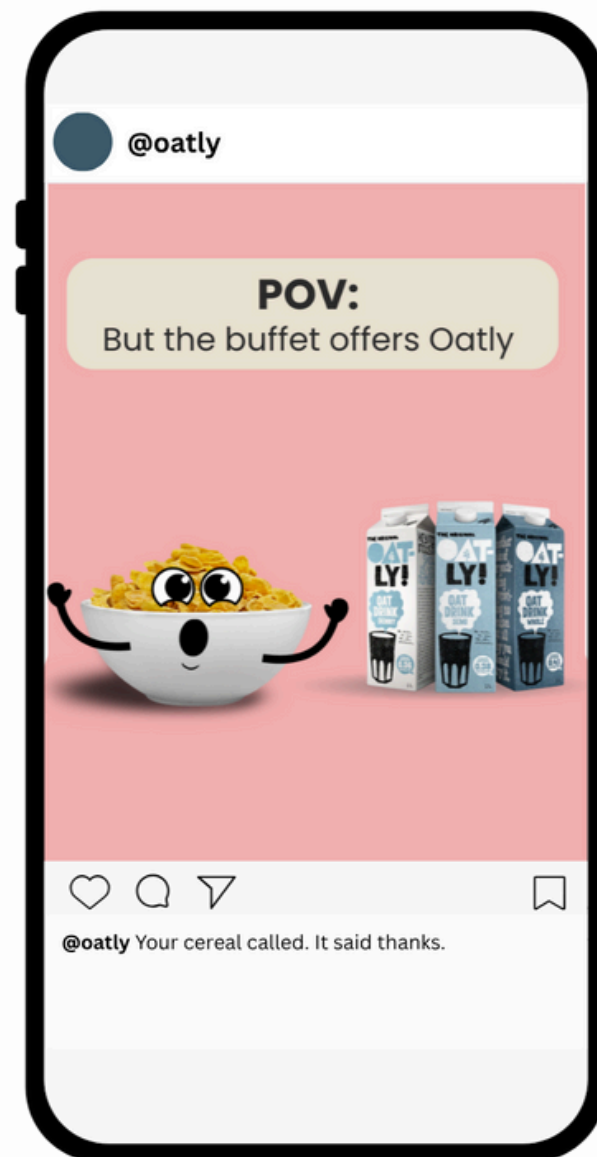
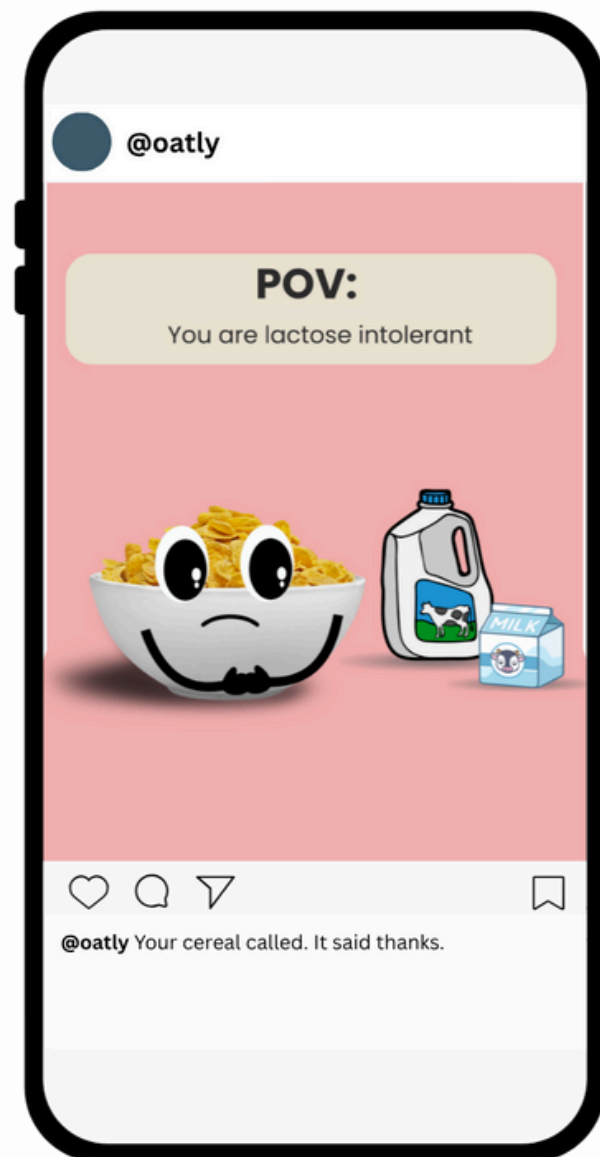
This is a spec campaign I created for Oatly called “We Didn't Mean to Replace Your Milk... But Also, We Did”. The goal of the campaign is to increase brand awareness and spark curiosity among dairy drinkers in a fun, lighthearted way that highlights the benefits of oat milk—without being too serious. As part of the campaign, I created Instagram posts and a TikTok concept, inspired by Oatly's signature sarcastic tone and bold visual style to engage the audience and make the brand feel relatable and memorable.





# OATLY MILK

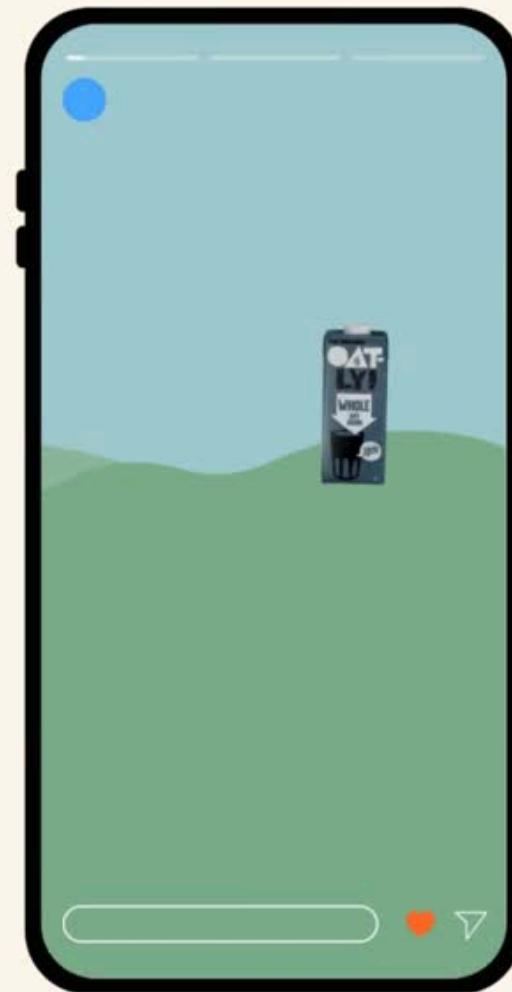
We Didn't Mean to Replace Your Milk...  
Instagram



# OATLY MILK

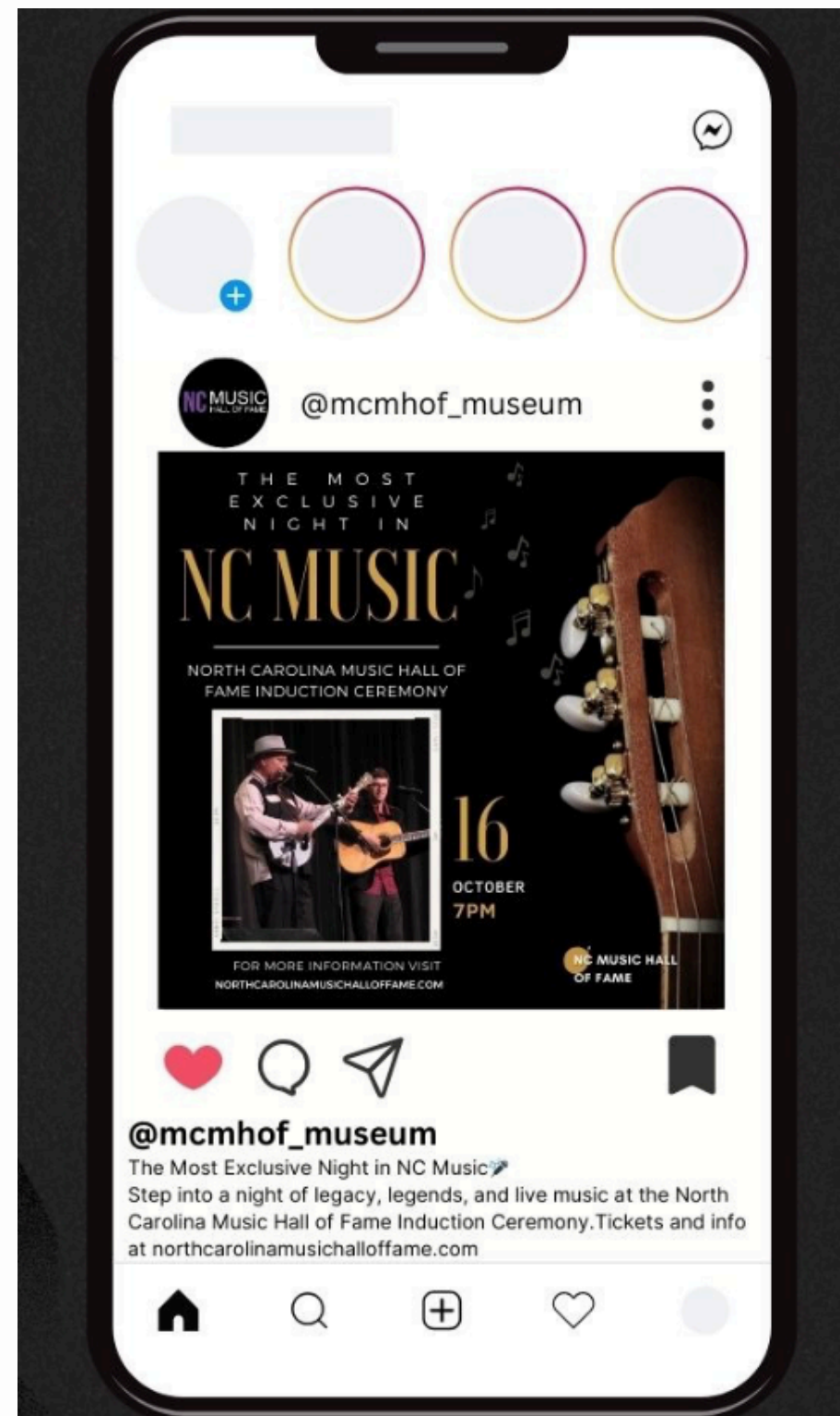
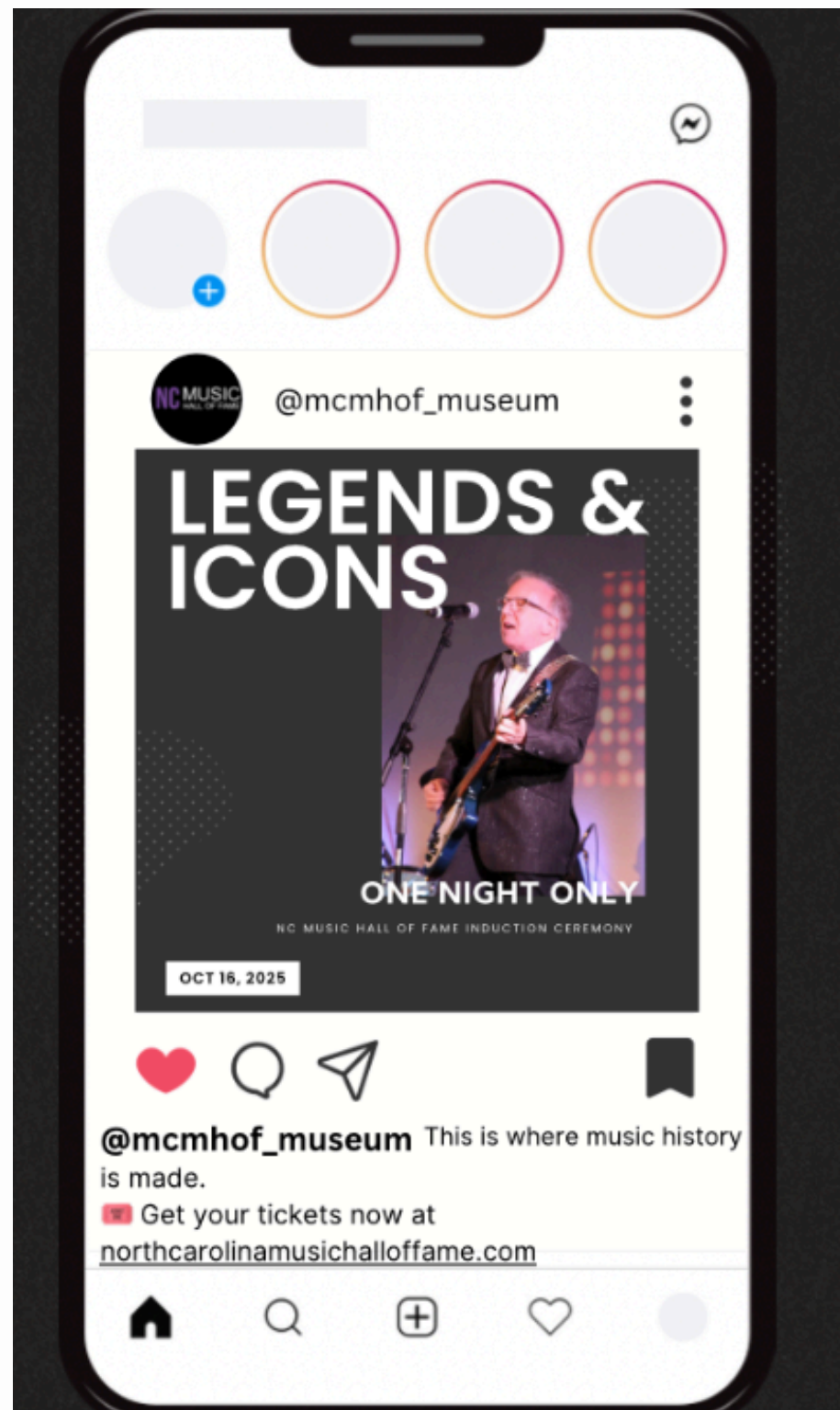
**We Didn't Mean to Replace Your Milk...**

Tiktok



# NORTH CAROLINA MUSIC HALL OF FAME

## SOCIAL MEDIA

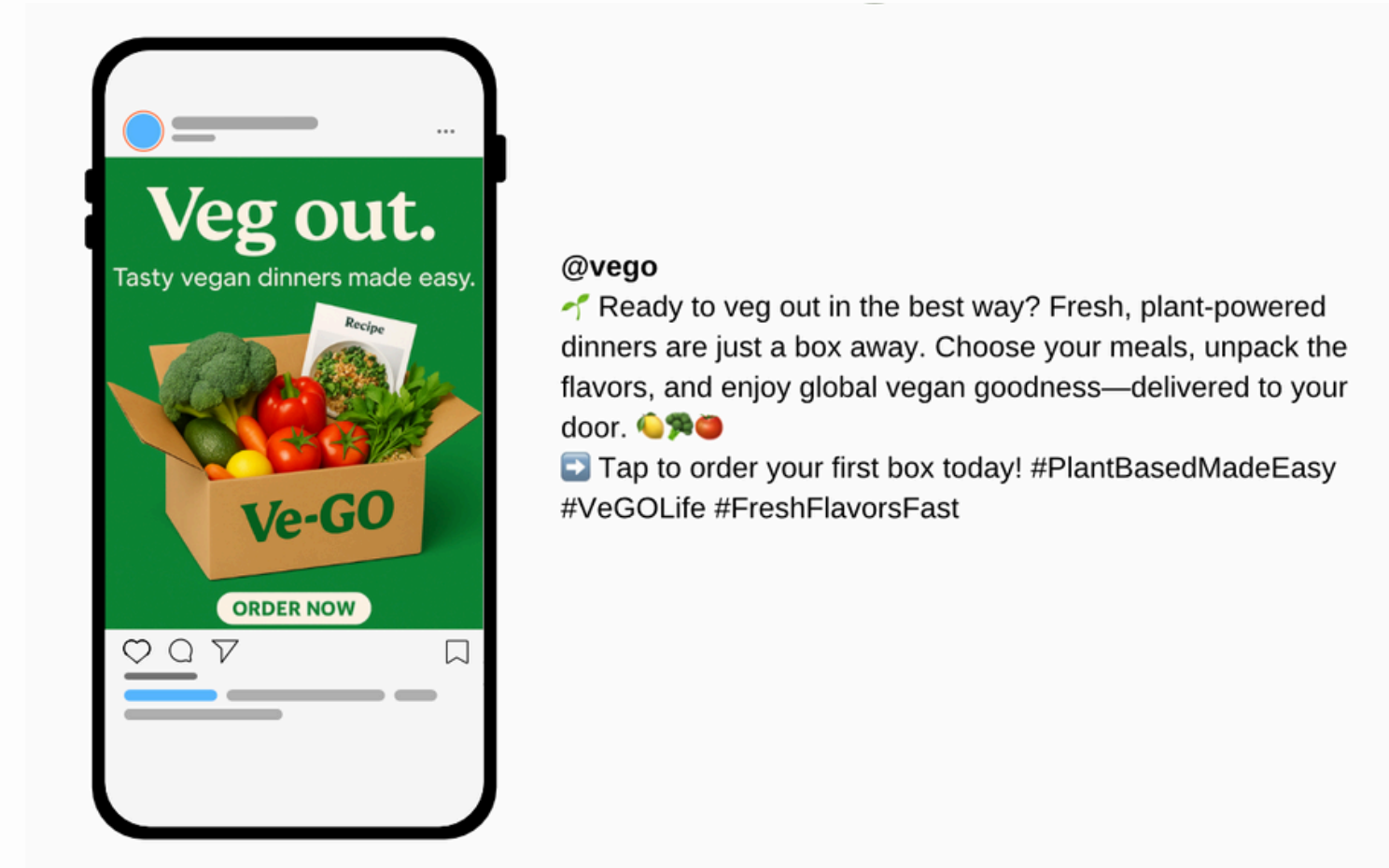


A series of social media posts was created for the North Carolina Music Hall of Fame with the goal of raising awareness about their upcoming Induction Ceremony. The campaign featured visually engaging content, including highlights of past inductees, teasers for this year's honorees, and key event information designed to build anticipation. Each post was crafted to celebrate the state's musical heritage while encouraging followers to attend and support the event, ultimately strengthening community engagement and recognition of North Carolina's influential artists.



# VEGO

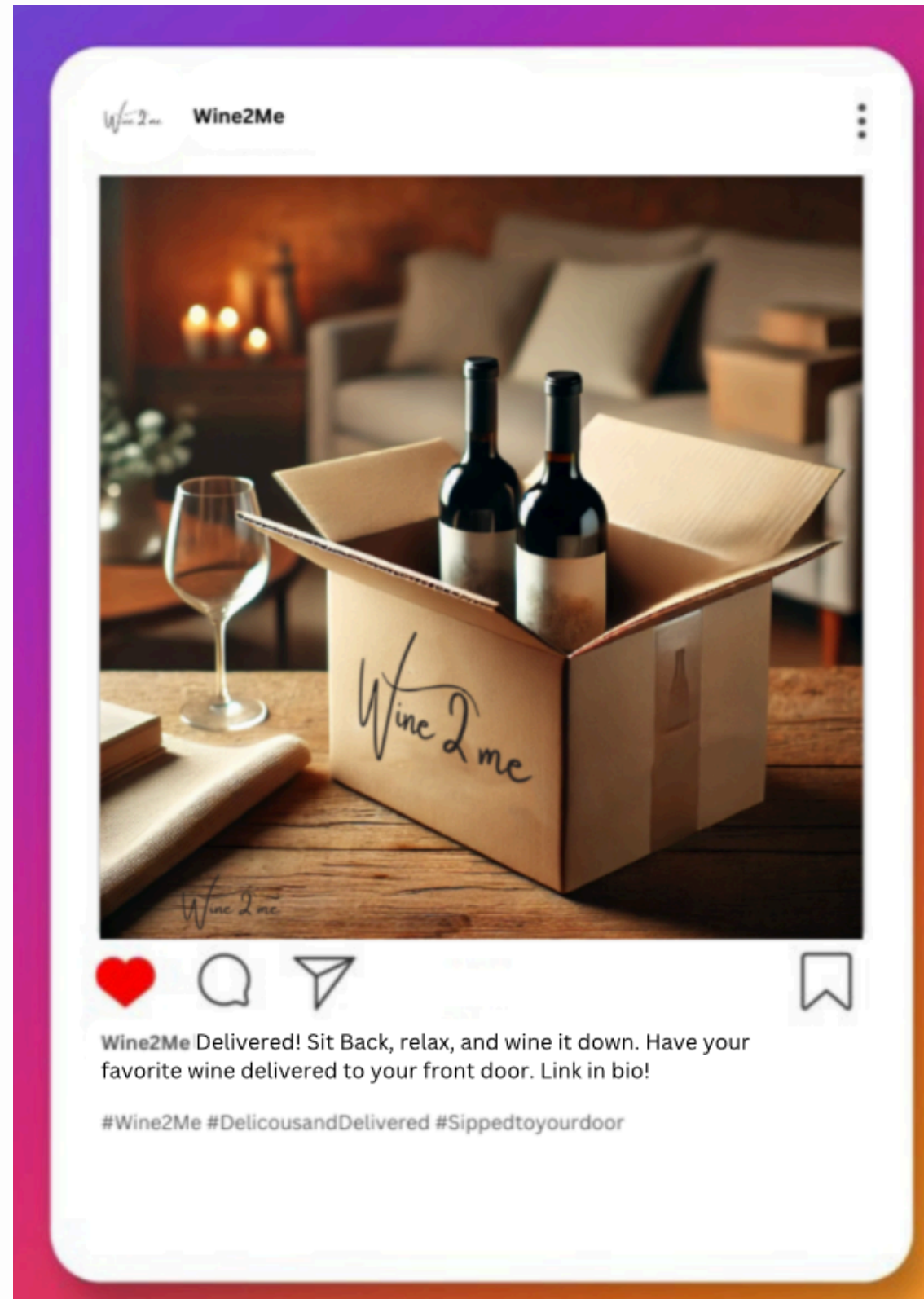
## SOCIAL MEDIA & BILLBOARD



A promotional campaign was developed for Vego, a plant-based food subscription service, with the intention of creating brand awareness and generating buzz around its launch. The campaign included a bold, eye-catching billboard and a series of social media posts designed to introduce the brand's mission and highlight the convenience and flavor of its offerings. Through vibrant visuals and messaging focused on simplicity, health, and sustainability, the campaign aimed to position Vego as the go-to choice for modern, mindful eaters seeking delicious plant-based meals delivered to their door.

# WINE2ME

## SOCIAL MEDIA & BILLBOARD



A social media campaign was created for Wine 2 Me, a wine subscription service, with the intention of increasing sales and building brand awareness. The post highlighted the convenience of having premium wines delivered directly to your door, along with the curated experience tailored to each customer's taste. Visually appealing imagery and engaging copy were used to showcase the lifestyle and ease associated with the subscription, aiming to attract wine lovers and convert interest into subscriptions.





# WRITING EXAMPLES

## PRESS RELEASE

**FOR IMMEDIATE RELEASE**

March 8, 2024

**CONTACT:**

Valerie Torres

(813) 555-5555 or [media@fakehappyhound.com](mailto:media@fakehappyhound.com)

**Happy Hound funds psychologist to help overcome fear of dogs**

TAMPA - Happy Hound Company has given a psychologist a \$500,000 grant to begin a series of support for people who are afraid of dogs.

Happy Hound has given this grant as part of a community relations program that seeks to position the company as one that promotes responsible pet ownership for the mutual benefits of people and animals.

Psychologist Emmanuel Rogers works at the University of South Florida. He specializes in human-animal interaction and wrote his best-selling book on pets called “Paws for a Moment”.

The grant was announced by Marcia Marshall, CEO of Happy Hound. “At Happy Hound, we believe it’s important for people to establish positive relationships with dogs,” Marshall said. “Dogs are supposed to be our best friends. We think all two-legged creatures should be able to enjoy all that our four-legged friends have to offer.”

Happy Hound is holding a contest next month to celebrate the grant. The winner will receive free dog food for a year. For more information about the contest, please visit Happy Hound's website.

**About Happy Hound**

About Happy Hound Company: Happy Hound was established as a small family business in Ybor City in 1980. Its commitment to animal health and nutrition is as important today as it was 35 years ago. Heavenly Hound Bites, its organic line of dog food and treats, is recommended by veterinarians throughout the United States. [www.fakehappyhound.com](http://www.fakehappyhound.com)

[[ANCHOR LEAD]]

WE HAVE SHOCKING NEWS. A SUDDEN GUNSHOT DISRUPTS THE NIGHT.

[[ VO / TAMPA / VIDEO OF AMBULANCE]]

THE TAMPA POLICE DEPARTMENT SAY THEY RECEIVED A 911 CALL ABOUT A SHOOTING NEAR 817 TWIGG STREET. POLICE CHIEF SAYS A WOMAN DECIDED TO INJURE HER HUSBAND JUST FOR FUN ON SUNDAY JUST BEFORE 9:30 P.M. THE VICTIM SUFFERED FROM ONE GUNSHOT WOUND. THE DETECTIVES SAY HE WAS AIRLIFTED TO A LOCAL TRAUMA CENTER.

[[ANCHOR LEAD]]

WE HAVE SOME SHOCKING NEWS. A HOMEOWNER WAS ABLE TO DEFEND HIMSELF FROM A BREAK IN.

[[VO / LAKELAND / VIDEO OF POLICE CARS AT THE LOCATION]]

THE LAKELAND POLICE DEPARTMENT SAYS A MAN BROKE INTO A HOUSE ON WEST MUSTANG ROAD TUESDAY NIGHT. JAMES RITTETING WAS IN HIS KITCHEN WHEN HE HEARD SOMEONE ENTERING THROUGH A SIDE DOOR SCREAMING. THE HOMEOWNER HIT THE SUSPECT ON THE BACK OF HIS HEAD ONCE WITH HIS GUN. POLICE SAY THE ROBBERY SUSPECT WAS ARRESTED AND TAKEN TO JAIL.

# WRITING EXAMPLES

## PRESS RELEASE

GT Trucks Services

Parque Industrial, Panamá City, Panamá

gttrucksservices.com

### GT Trucks Services: Fueling Panama’s Progress Since 1999

GT Trucks Services is a fuel transportation company that delivers top-quality services to clients across the Panama City area and beyond. Founded by Gustavo Torres on March 16, 1999, GT Trucks Services has built its success by staying connected to its loyal clients, always putting their needs first in every operational decision and long-term strategy. With a strong focus on safety, reliability, and efficiency, customers have benefited from on-time fuel deliveries, exceptional service standards, and a trusted reputation in the transport industry.

Over the years, GT Trucks Services has reached key milestones, including partnerships with the Panama Canal operations and major cruise lines—two of the most demanding sectors in the region. These collaborations helped the company earn recognition as a leader in high-quality fuel transport. What began as a small operation has now expanded into a nationally respected name, continuing to grow its fleet and client base while maintaining the same commitment to excellence that has defined it since day one.

### History of GT Trucks Services

GT Trucks Services was created by Gustavo Torres in Panama City, Panama in 1999 when the then, beginner entrepreneur, saw a need for a more reliable fuel transportation in Panama. Looking for an opportunity to capitalize on Panama’s growing logistics and transportation industry, Gustavo came up with the idea to provide high-quality fuel transport services with the help of a small team of dedicated employees.

After nearly 26 years in the business, the company has grown significantly, becoming a trusted partner for large-scale operations such as the Panama Canal and major cruise lines. Despite its great success, GT Trucks Services has remained loyal to its original vision of delivering dependable and high-standard fuel transportation while building strong relationships with every client it serves.

GT Trucks Services

Valerie Torres

+507 6614-3376

[gustavotorres@gttrucksservices.net](mailto:gustavotorres@gttrucksservices.net)

### GT TRUCKS CELEBRATES DECADES OF FUELING PANAMA WITH TRUST

PANAMA CITY, PANAMA - GT Trucks Services, a trusted name in fuel transportation, proudly celebrates 26 years of growth rooted in dedication and efficiency. Founded by Gustavo Torres in Panama City, the company began as a one-truck operation driven by a mission to deliver fuel safely and reliably and has since evolved into a nationwide fuel logistics leader.

“One of the guiding principles I noticed since day one, has been to serve with integrity”, said Eimy Diaz, the executive assistant of GT Trucks Services. “I have seen the process of growing the company and here you can see the commitment and dedication to our work”.

From securing its major fuel distributor contract to expanding across the country, GT Trucks has grown while staying to its roots. The company introduced modern safety protocols like GPS enabled tracking for trucks.

GT Trucks is known for their reliable and efficient transport of fuel to critical areas, like the Panama Canal. Its commitment to safe operations, even in challenging areas, has always stayed intact. The company is led by a new wave of leadership continuing the legacy of excellence and innovation.

“For me, this is more than trucks, it’s about trust”, said Gustavo Torres. “From a single vehicle to a full-service fleet, our history drives our future. We are proud to be part of Panama’s infrastructure story”.

### About GT Trucks Services

GT Trucks Services is a family-founded fuel transportation company based in Panama City, Panama. Since its founding in 1999, GT Trucks has grown into a leading logistics provider known for reliable fuel delivery, safety standards, and community ties. With a growing team and operations that move the nation, GT Trucks continues to provide fuel solutions to businesses, service stations, and emergency supply networks. Learn more at [gttrucksservices.com](http://gttrucksservices.com)