PRESS KIT

2025



Arielle Valera

PR & ADVERTISING PROFESSIONAL

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About Arielle

Short Bio

Arielle Valera is a Public Relations and Advertising professional that constantly challenges herself to learn through new experiences and people. She worked with numerous corporations with their management in public image and branding. She graduated with a Bachelor's in Journalism and Advertising and a Master's in Public Relations and Advertising.

Full Bio

Arielle Valera is a Public Relations and Advertising professional that constantly challenges herself to learn through new experiences and people around her. She graduated with a Bachelor's in Journalism with an Emphasis in Advertising at San Diego State University and a Master's in Public Relations and Advertising at University of Southern California. From there, Valera has worked with numerous corporations with their public images and branding.

Valera enjoys learning about different cultures along with opinions surrounding different topics across the globe. Pursuing Public Relations and Advertising has led her to learn what it has been like maintaining and creating a narrative towards a person, brand, and company. This experience has also led her to self reflect as to who she is as a person and how others might see her.

Valera remembers to search for the brighter side of things and constantly dreams for peace around the world.

Affiliations

- Asian Business Association San Diego; Non-profit (2023-2024)
- San Diego State University Alumni (2020-2024)
- University of Southern California Alumni (2024-2026)
- Andres Bonifacio Samahan San Diego State University
- SDSU Club Tennis (2022-2024)
- USC Trojan Tennis (2024-2026)

Contact Info

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Messaging Guide

I am Arielle Valera. I like to describe myself as a curious learner who wants to be the jack of all trades (though, of course, that's nearly impossible). However, I like to dream of the impossible and challenge myself to grow ever so slowly each day. If the day started out rough, I have the rest of the day to make it better. Even on my worst day, I like to think that the next day can get better. The next day is a brand new start.

I am proud to be part of a resilient family. I am the granddaughter of Carmencita Valera; a strong and healthy woman who raised 5 children on her own after losing her husband at a young age. I am the daughter of Aristeo and Agatha Valera, two Philippine immigrants who respectively worked for the U.S. Navy and San Diego Surperior Court. I am the sister of Arabella and Jayden Valera, a dedicated nurse and late baby boy that had Goldenhar syndrome. And I am the glue to them all (whether they realize it or not). My family and friends are dear to me. Without them, I wouldn't be who I am today. They've pushed me to do what I thought was impossible for myself. They've supported me through both the good and bad times.

My core values are to be honest, open-minded, thoughtful, and self-aware. These values allow me to understand others as well as learn from them. It also reminds me to be forgiving to others. Sometimes too forgiving.

What I fight for is my younger self. Growing up, I had a lot of doubts when it came to my future. I wasn't as expressive when it came to things I liked or wanted to do. Because of that, my younger self was stepped on numerous times. I hope to bring back my voice. I want to be the grown up that my younger self would admire and gush about. When I'm no longer here, I want people to say that I was kind, inspirational, and that I made a positive impact in their lives.

I look forward to connecting with you!

Stories

Story #1: Get comfortable with the uncomfortable

I felt stagnant, but comfortable. I knew that stepping out of my comfort zone would not only lead to new experiences, but help me grow as a person. Definitely was going to be uncomfortable, but I felt that it was well needed change. Once I got out of my comfort zone, I was able to gain a new support team of friends, travel places, and even land an internship.

Story #2: Be the person your younger self would admire

I wanted to work in music and entertainment industry, however my family viewed careers within that industry as "hobbies." They wanted me to be either a nurse, doctor, lawyer, civil servant, or engineer. Typical Filipino expectations. So I followed what they told me to do for the first two years of my university life. They were two years of learning topics I was not interested in. I was unhappy of where my future was heading to. This was when I decided to change the trajectory of my future into something my younger self wanted to do from the start.

Story #3: Live day-to-day with purpose, and fun of course

I was always told that to reach your goals, you have to stay focused and remain hardworking. That piece of advice is 100% true. But another thing people forget to mention is to have fun throughout that process. Having fun throughout the process of reaching a goal can help reach your goals quicker. This is what I realized once my team won a bid to get into a national tennis tournament.