

# The Palm Tree Type



## Consultant Credentials & Samples of Work

Valeria L. Palmertree | Founder & Chief Storyteller

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## Welcome to The Palm Tree Type.

- Led by Founder & Chief Storyteller, Valeria L. Palmertree, The Palm Tree Type, LLC is a professional storytelling consultancy that helps clients identify, craft and share their distinct stories through four primary areas of service:
  - Communications Strategy & Planning
  - Brand Story Development, Editorial Content Development and Feature-Writing
  - Media Relations
  - Media Training & Crisis Response
- Founded in June 2019 by Valeria, who has a 17+-year career in public relations, The Palm Tree Type is based in Virginia Beach, Va.
- While The Palm Tree Type most frequently contracts with clients in the Lifestyle space, our work is rooted in authentic, compelling and timely stories worth telling.
- Current and recent clients include:



sweetpea™



  
water·color®

NEW ORLEANS AUCTION  
GALLERIES



*Marilyn Brogan*  
HANDMADE JEWELRY  
Est. 2008

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## It's Nice to Meet You.

**Hola, I'm Valeria. Or "Val," for short.** I began my professional communications career as a post-graduate Public Relations Intern at [Burson-Marsteller](#) (now BCW Global) in New York and then joined [Edelman](#) in Miami, managing client accounts in Latin America. In 2010, I transitioned to the client side, becoming the first Communications Manager for the [Hilton Sandestin Beach Golf Resort & Spa](#), South Walton's largest resort hotel. Prior to moving to Virginia, I served as the Communications Director for [Visit Pensacola](#), the Convention & Visitors Bureau for the Pensacola Bay Area. During my time in The Sunshine State, I served on [VISIT FLORIDA's](#) communications committee, was an Executive Member of the Florida Public Relations Association (FPRA) and regularly served as a speaker on statewide communications panels.

During my five years at BCF, an integrated communications firm in Virginia Beach, I served as the Public Relations Account Supervisor for the following accounts: [Aspen Chamber Resort Association](#), [Florida's Historic Coast](#), [Fredericksburg Area Tourism](#), [SLOCAL](#), [Visit Virginia Beach](#), [Visit Alexandria](#), [Virginia Tourism Corporation](#), among others. In this role, I also worked closely with agency leadership on New Business pitches. Most recently, I was the Communications Director for [Grow](#), a global creative technology agency based in Norfolk, Va.

My professional experience has included: overseeing communications programs within the travel/hospitality, lifestyle and corporate communications sectors; hosting immersive culinary experiences at the James Beard House; managing crisis communications response during the Deepwater Horizon Oil Spill (and *now*, during a global pandemic); and serving as a [Freelance Writer and Copy Editor](#) for national publications.

I have a Bachelor of Science in Public Relations from the University of Florida's distinguished College of Journalism & Communications and a Master of Arts in Strategic Communications from the University of West Florida. A native of Argentina, I'm also fluent in Spanish, Malbec and Fútbol.



## I May Be Your Type.

If you are looking for a communications partner to help unearth, craft and share your stories, I am most definitely your type.

More than a communications consultancy, The Palm Tree Type is a partner. I work closely with clients – from strategy to execution – as a full extension of their teams, while remaining nimble enough to account for last-minute changes and respond to timely news and events. In addition to my professional experience, what I bring to the table is transparency, commitment, attention to detail and passion for the work that I do.

Ultimately, I believe that the best communication tactics are a creative blend of strategy, relevancy and intimacy. That's not just good "PR," it's a new standard of branding. My experience having been both a client and an agent has further strengthened this ideal of integration.

Combined with my editorial training, I not only understand what journalists are looking for, but also how to draft newsworthy and timely stories and content that generates awareness, activate targets consumers and produces bottom-line results.

My portfolio of customizable communications services includes:

**COMMUNICATIONS STRATEGY & PLANNING | BRAND STORY DEVELOPMENT | EDITORIAL CONTENT DEVELOPMENT |  
MEDIA RELATIONS & TRAINING | FEATURE WRITING**

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## What Can The Palm Tree Type Do for You?

- I help unearth, craft and share stories with your target audience(s).
- I refine brand messaging and develop strategies for when, where and how to share those messages across various channels.
- I help you draft any necessary editorial content, including media materials, fact sheets, bios and scripts/speeches.
- I prepare your spokespeople for media interviews and/or brief writers on your specific news and announcements.
- I serve as a trusted resource for journalists seeking for story ideas and expert sources and consistently nurture key media relationships.
- I listen, write and speak on your behalf – often and attentively and with your best interests in mind.
- I help you identify integrated opportunities for inserting your brand into relevant and timely narratives.
- I distill your most relevant stories, updates, etc. in the manner that will most resonate with your target audience(s).
- I can support immediate, crisis-level response as needed.
- I serve as a true extension of your team.

## I Believe in a Thoughtful Approach to Storytelling.

- I believe that creativity and collaboration are the best recipe for a productive client/consultant relationship – but I also know that having too many ideas on the table can be crippling. I am diligent about keeping discussions focused on strategy.
- I will always be honest about my thoughts on ideas based on their feasibility/newsworthiness. I know my industry well and have experienced enough PR success to have a solid instinct of what works and what doesn't. Trust in that is paramount.
- As such, I tend to be conservative when it comes to scopes of work, as I believe remaining adaptable is key for PR efforts.
- My relationships are my currency, and I take great pride in being a trusted PR resource for clients and writers alike.
- I value, expect and promise full transparency in all of my professional relationships.
- If the pandemic has taught us anything, it's that being nimble is key. I'm flexible and focused on providing relevant solutions.
- I am most inspired by clients that aren't just *good*, but are *doing* good. Always the optimist, I believe that connecting with and learning from one another is the surest way to break down barriers, do great work and spread some joy.

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## Recent Projects

While my communications work lives across a variety of channels, in the next few slides, you'll find a sampling of some notable projects, which showcase my involvement in a breadth of communications experiences in the lifestyle, hospitality and travel sectors.

Should you wish to see more – or have any questions – all you have to do is ask.

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# Launch Communications Strategy (2023)

Client: Venture Realty Group (Atlantic Park)

- Communications and messaging strategy
- Editorial content development
- Media relations



NEWS



## Making Waves: Atlantic Park groundbreaking 'a dream come true' for surfers behind \$335 million idea



By: Anthony Sabella

Posted at 7:53 AM, Apr 26, 2023 and last updated 12:54 PM, Apr 26, 2023

VIRGINIA BEACH, Va. - Inside Hanbury's office in Norfolk, Alec Yuzhbabenko uncaps his marker and starts sketching.

Within seconds, a structure appears on the paper.

.....



## Atlantic Park breaks ground in Virginia Beach

**\$335M Oceanfront surf park closed on financing**

PUBLISHED MARCH 30, 2023 BY ROBYN SIDERSKY

Atlantic Park, the \$335 million dollar surf park development planned for Virginia Beach's Oceanfront, has broken ground and closed on its financing, according to an announcement Thursday from Venture Realty Group, the firm developing the project with music icon Pharrell Williams.



Atlantic Park rendering courtesy of Venture Realty Group

The 11-acre surf park has been in development since 2017 and its first phase is expected to be open in summer 2025, a year later than initially announced.

Construction on Atlantic Park's first phase will begin immediately, developers said Thursday. It will include about 100,000 square feet of mixed-use retail, including restaurants, shops and "experiential attractions." The development also will have 309 apartments and about 10,000 square feet of office space in addition to a 70,000-square-foot entertainment venue, called "The Dome", and the nearly 3-acre surf lagoon.

The surf lagoon will feature wave-making technology from Wavegarden, an engineering company based in northern Spain, and will generate about 1,000 waves per hour. Amenities will include cabanas in a beach club environment.

Atlantic Park's second phase, which is still being conceived, will include public parking, residential and retail space and a boardwalk connecting Atlantic Park to the Virginia Beach Boardwalk and 17th Street Park. A target date has not been confirmed.

"After a lengthy, complicated and unorthodox process that included various COVID-related shutdowns and historic post-pandemic inflation, we are honored to finally get started on bringing Atlantic Park to life," Donna MacMillan-Whitaker, Venture Realty Group's founder and managing partner, said in a statement. "This project hits close to home for our entire Virginia Beach-based team, and we're immensely proud to move our vision forward."

Click images to learn more.

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# Community Impact Report (2022)

Client: To Educate All Children (TEACH)

- Ideation and concepting
- Project management
- Content development and copy-editing
- Launch communications strategy



### TEACH's Impact

**A Year of Firsts**

With a presence in 24 elementary schools, four middle schools and four high schools across Houston and Aldine Independent School Districts, TEACH is now in more schools than ever! TEACH's expanded presence in more partner schools has maximized the impact on the educators and students we serve.

Emerging from more than two years of virtual learning and the toll of the pandemic on classrooms, our team facilitated the TEACH model in innovative ways to serve the new needs of educators and students alike and help propel them forward.



#### Professional Development

TEACH launched into the 2022-2023 school year in person and with much excitement, facilitating a **School Year Kickoff** for more than 1,100 educators in August. The series of workshops led by TEACH Program Managers served as the first professional development session of the school year. This provided teachers and administrators with tools and techniques with which to successfully start a productive, engaging and positive school year – and helping them beat the first day of school rush with a new learning rhythm.

Doubling our presence in Aldine ISD for the 2022-2023 school year also meant welcoming our newest partner schools. In early August 20 teachers and administrators from each campus attended our **TEA Foundations** professional development session to prepare for its arrival and the start of the new school year.

- ✓ More than 30 4-hour in-person workshops within the first 10 days of the school year
- ✓ More than 60 training sessions to provide each of our partners with a minimum of 2 tailored workshops per campus for improving their teaching mindset in the classroom environment



#### One-on-One Coaching

For the first time, TEACH has implemented a **tiered system** to better track the progress of the hundreds of educators who partner with TEACH every day, charting their level of mastery of TEACH's foundational skills. This ongoing tracking is critical to the success of the teachers, principals and the students TEACH serves. Our ability to track campus' progress to mastery via qualitative and quantitative real-time feedback has already significantly improved relationships and created deeper accountability at all levels.

In addition to classroom observations and feedback, real-time modeling and coaching, TEACH also hosted **IMPACT Days** to mark another first in our one-on-one coaching program. On IMPACT Day, TEACH's program team spends the day at a partner school to provide additional intensive coaching sessions and comprehensive, actionable next steps for ongoing program success. To date, **more than 3,400 coaching visits** have been led by the TEACH team!



#### Implementation Support

Creating a consistent rhythm is critical to the success of any program. TEACH has added a scheduled system of **principal check-ins and walk-throughs** as a means to receive intentional, real-time feedback on each campus's needs and areas of support.

Rating systems also help everyone see where their opportunities and successes are, which is why TEACH has implemented **School Report Cards** for all school partners. This provides school leadership with the respective campus's growth, number of coaching sessions received and their teachers' levels of mastery of foundational skills, helping elevate not only a level of visibility and accountability for TEACH and partner schools alike, but also further identifying areas of need.



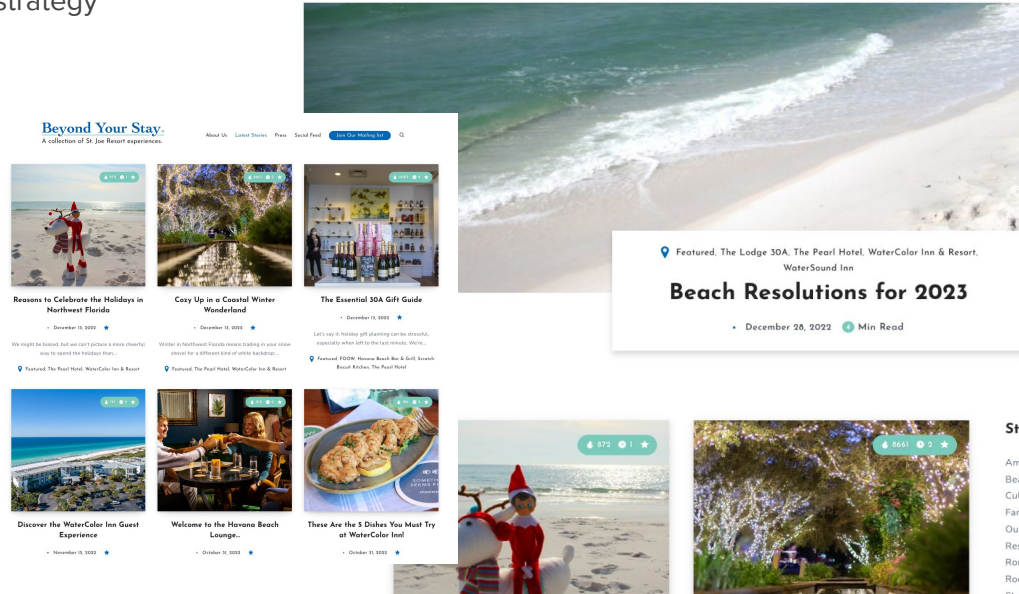
# Integrated Content Hub (2020 - Present)

Client: St. Joe Resort

- Ideation and concepting
- Communications and content strategy
- Editorial content development
- Content management

**Beyond Your Stay.**  
A collection of St. Joe Resort experiences.

About Us Latest Stories Press Social Feed [Join Our Mailing List](#) Q



Click images to learn more.

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# Gala Program (2022)

Client: To Educate All Children (TEACH)

- Ideation and concepting
- Content strategy
- Content development and copy-editing
- Program script development



## Howdy Partner



Saddle up and welcome to our 10th annual fundraising gala:

### Grand Champions for TEACH!

TEACH's annual gala is not only a celebration of the organization's accomplishments but also a testament to the generosity of donors like you. Thanks to your support, in the 2021-22 school year, TEACH had the opportunity to create positive learning environments for more than 12,000 students. I'm delighted to share that in the 2022-23 school year, TEACH will be in more campuses than ever before, impacting more than 20,000 children and 1,800 educators in Houston ISD and Aldine ISD.

All funds raised this evening will go directly to continue to broaden TEACH's reach and help advance our mission – because every child deserves a great teacher!

On behalf of our amazing event Chairs, DeeDee & Wallis Marsh and Carol & Mike Linn, thank you for being here. Tonight's country-themed celebration will honor the Houston Livestock Show & Rodeo and their tireless contributions to public education, and feature a very special performance by country music superstar Cody Johnson.

Now, what do you say we get this bonanza started?

Giddy up,

Alvin Abraham  
Executive Director  
TEACH



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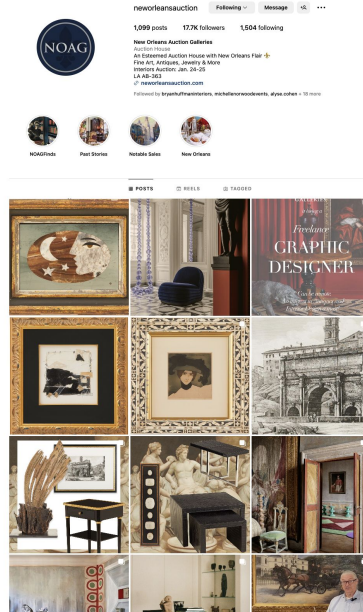
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# Brand Storytelling (2021-Present)

Client: New Orleans Auction Galleries

- Communications and content strategy
- Editorial content development
- Content planning and management
- Social media marketing
- Media relations



Click images to learn more.



# Blog (2021-2022)

Client: Visit Virginia Beach

- Content strategy
- Editorial content development
- Content management



STAY EXPLORE TASTE PLAN BLOG



## VISIT VIRGINIA BEACH BLOG

← BACK

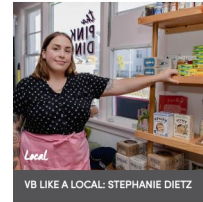
### SPRING INTO ACTION: WAYS TO STAY ACTIVE ON YOUR SPRING BREAK

by Valeria L. Palminteris



A spring break in Virginia Beach doesn't mean a break from your active lifestyle. In fact, let our coastal city be your playground! Whether you prefer to [bike](#), [hike](#) or [run the beach](#), you'll find plenty of ways to spring into action this season – and zero excuses!

Click images to learn more.



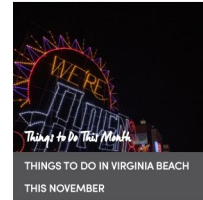
Local  
VB LIKE A LOCAL: STEPHANIE DIETZ



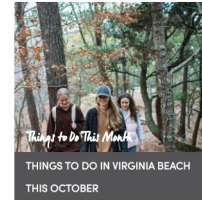
THINGS TO DO IN VIRGINIA BEACH  
THIS DECEMBER



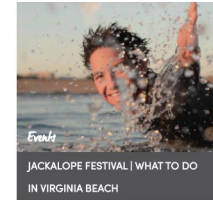
VIRGINIA BEACH HAUNTS TO VISIT IN  
OCTOBER



Things to Do This Month  
THINGS TO DO IN VIRGINIA BEACH  
THIS NOVEMBER



Things to Do This Month  
THINGS TO DO IN VIRGINIA BEACH  
THIS OCTOBER



Events  
JACKALOPE FESTIVAL | WHAT TO DO  
IN VIRGINIA BEACH

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# Virginia Beach Summer Supper (2021)

Client: Makers Meals

- Community partnerships
- Communications strategy
- Event ideation and copywriting
- Panel facilitation
- Media relations



August 29, 2021  
The Alley | VIBS Creative District

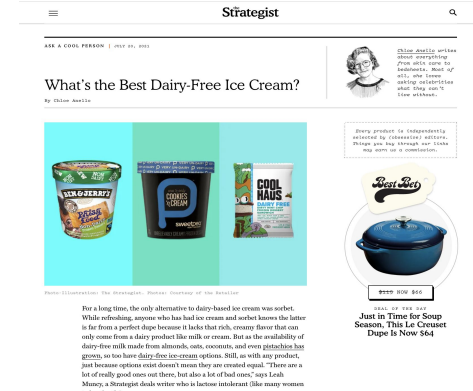
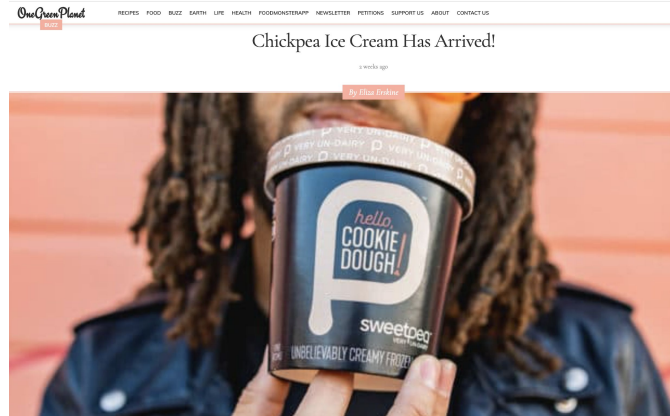


Click images to learn more.

# Brand Launch (2021)

Client: SweetPea

- Branding support
- Brand story development
- Communications strategy
- Media relations
- Copywriting



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# Launch Communications Strategy (2020)

Client: CommuneXCROP

- Messaging strategy
- Editorial content development
- Media relations
- Influencer engagement

FOOD & DRINK

Norfolk restaurant Commune will transform into a unique food experiment training new generation of chefs

By MATTHEW KORFHAGE  
THE VIRGINIAN-PILOT | AUG 14, 2020 AT 8:03 AM



Chefs Rodney Entworn and Kaha Moore work with a CROP Foundation student at a event for farmer restaurant and the CROP Foundation in June 2019 (Dawn Terry for the CROP Foundation)

## Commune Launches Student-Led Restaurant in Norfolk

August 12, 2020 / Arielle Patterson



Image from CommuneXCROP

Following the onset of the COVID-19 pandemic, Commune's sustainable restaurant is set to reopen this Saturday, Aug

Posted by [CohabitMag](#) on Aug 12, 2020 in [The Watercooler](#)



### Norfolk Restaurant Launches Student-Led Restaurant and Nonprofit

Commune, the acclaimed locally and sustainably-minded Coastal Virginia restaurant, will reopen its downtown Norfolk location on Saturday, Aug 15 as an evolved, tri-act-to-kind culinary concept, in partnership with The CROP Foundation (CROP). The new CommuneXCROP will be a student-led restaurant and nonprofit, housed by Commune and led by CROP, an organization dedicated to building the next generation of innovative, conscious and sustainably-minded young leaders in food, agriculture and hospitality.

At CommuneXCROP, guests can expect the same level of service, quality and commitment to local and sustainable foods they've come to expect from Commune NFK, but with an even stronger focus on community.

"Now, when people eat at Commune NFK, they are not just supporting local agriculture and purveyors but also providing education and real-world learning opportunities for young culinary enthusiasts who are beginning a career in food service, hospitality, food advocacy and sustainable food-related fields," said Kevin Jamison, owner of Commune and its Pungo-based New Earth Farm. "It doesn't get more community-minded than helping advance CROP's mission right here in our own backyard."

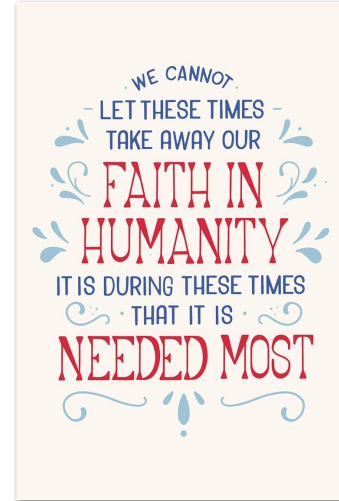
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## Pretty Words Collection (2019)

Client: Cardthartic

- Writing and content development
- Messaging strategy
- Media relations



*Click images to learn more.*

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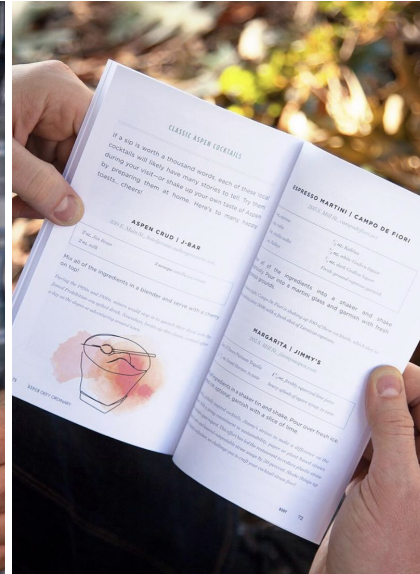
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# Field Guide (2018)

Client: Aspen Chamber Resort Association

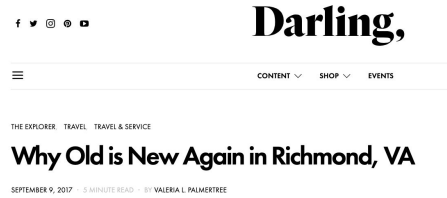
- Ideation & concepting
- Content strategy
- In-market interviews
- Editorial content development
- Distribution strategy



# Press Visit & Feature Article (2017)

Client: Darling Media

- Story ideation
- Destination outreach & coordination
- In-market interviews
- In-market photography
- Article development

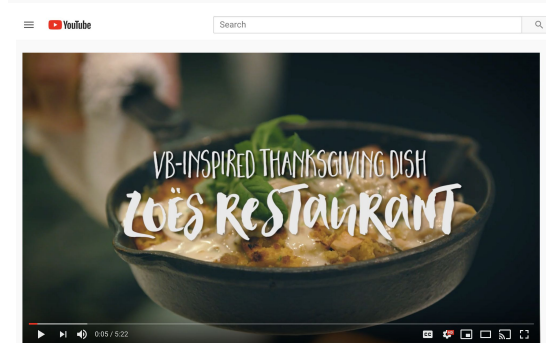
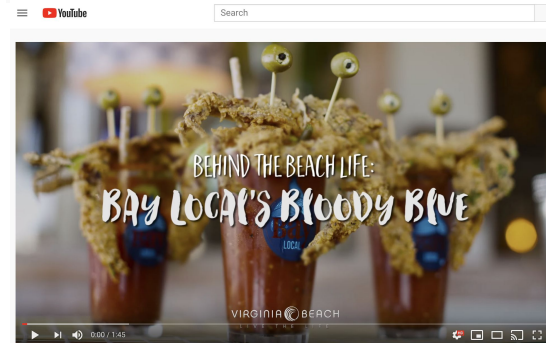
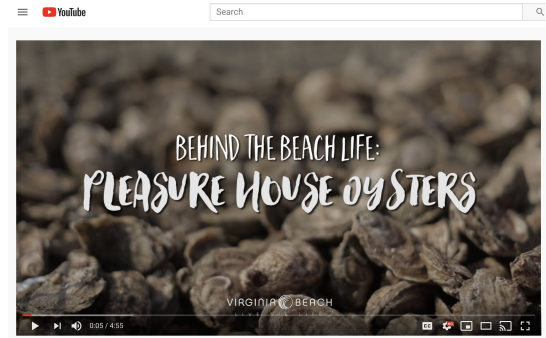
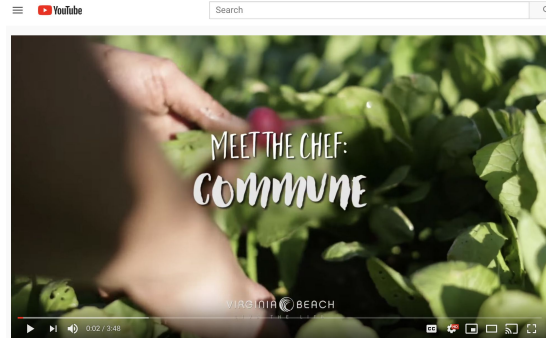


Click images to read article.

# Video Storytelling Series (2016)

Client: Visit Virginia Beach

- Ideation & concepting
- Content strategy
- On-site interviews
- Story editing
- Social media strategy
- Media relations



Click on each frame to play.



# James Beard House Dinner (2016)

*Client: Virginia Tourism Corporation*

- Ideation & concepting
- James Beard House outreach
- Event coordination, inclusive of Chefs
- Content development
- Media gift development
- Media relations
- On-site support



*Click images to learn more.*

**Let's Connect.**

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## I Look Forward to Hearing from You.

I'd be happy to answer any questions you may have about the information presented in this deck. I may be reached at [valeria@thepalmtree.com](mailto:valeria@thepalmtree.com) or at 786.553.8148.

To see more of my work or read my latest musings on travel, food and life, visit [thepalmtree.com](http://thepalmtree.com).

Thank you for your time and consideration.

**Do good and be well,**

*Valeria L. Palmtree*





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