

PAULA VALENZUELA

DIGITAL MARKETING AND DESIGN SPECIALIST



Meet Paula Valenzuela! Paula started at DAR PRO in 2019 as an intern for the Marketing Team and was just promoted to our full-time Digital Marketing and Design Specialist. Paula focuses on the design and functionality of our website, online forms and emails – perfecting them to make the customer's experience as seamless as possible. She is multi-talented - if she's not writing code, you will find her sketching up beautiful artwork for our next campaign. In the words of her team, Paula is a quick learner, with a driven curiosity to learn more, always radiating positive energy to those around her.

Learn more about Paula below:

Q: What is your favorite part of your job?

A: Maintaining the website is my favorite part, because I can see the changes I make live. Website creation has always interested me, as I started with HTML and blog creation in high school. My first coding project as an intern started as a small update to a webpage and grew from there. I also really love my team.

Q: Did you know about sustainability or the industry prior to working here?

A: I was in extracurriculars at my college like "Sustainability Club," so I knew about sustainability in general. I didn't know specifically about our type of waste, but I knew about water preservation. Which we actually have a hand in, since we recycle a ton of the water we use in our processes. I'm definitely much more aware of the industry, I even think about it when I order from restaurants.

Q: How do you like to unwind when you are not at work?

A: I like to unwind from work by doing slow-paced things, which is the opposite of what I do at work. I like to paint or deep clean, something I can do slowly but still see results. Things that are still satisfying because I very much like seeing results. I also like to watch TV, play video games, shop (thrift) and hang out with friends when I can.

Q: What is your favorite fried food?

A: I love French fries. It doesn't matter where I'm at, I will get fries. I could be at the best steakhouse in the world and still get fries. My favorite are the Whataburger fries dipped in their buttermilk ranch.