

Edward De Valle II

President & CEO EDV Enterprise

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Summary

Born on April 21, 1975, in Miami, FL; Edward De Valle II is the first of two children, of Edward De Valle and Maria Christina Noya. Born with a will to strive for excellence and high expectations from a family of educators, Edward's passion and commitment to his goals has brought him to where he is today. Edward comes from a family of hard-working professionals. His father was a builder and real estate developer in the State of Florida. His mother Christina, is a dedicated Director and Principal of education. His grandfather was from Spain and owned his own business. His great grandfather was the owner of one of the largest newspapers in Cuba, El Avance. His great-great grandfather, Alfredo De Zayas y Alfonso, was Vice President of Cuba from 1909-1913 and became the fourth President of Cuba.

As of October 1st 2013 AMGW Agency, Unlike of Brazil, Unimedios Mexico & Newcom of Spain, merger was final and now are one company that unifies all advertising, media buying, public relations and digital marketing operations throughout the Americas & Europe under name 3A/Worldwide, were The company 3A/Worldwide is now part of the EDV Enterprise Corporation which is owned and operated by Mr. De Valle II.

A major milestone for Mr. Edward De Valle II in October 2013 when he became the new owner of the Forbes Magazine license for Central America and the Caribbean editions. In November 2013 he became the official Publicist for Miami Fashion Week. He also has an exclusive media agreement with E Entertainment Television Mexico and the Theresa show on CNN Latino.

Mr. De Valle has recently been published in Forbes Latin America as the go to luxury marketing visionare and been awarded Top Hispanic Award from Hispanic Target Magazine, Business Leader's award for Top 300 Business and listed as one of the Top 50 Entrepreneurs. Other honors include: named Top Innovator of South Florida by theSun Post, and Best PR Agency in America.

Experience

Exclusive Publicist For United States and Canada at Miami Fashion Week

January 2014 - Present (3 months)

Miami's Official Fashion Event

Special Exclusive Production Agreement For Prime Time Slots at E Entertainment Television Latin America

November 2013 - Present (5 months)

Ownership at Forbes Magazine Central America and Caribbean

October 2013 - Present (6 months)

Forbes is an American business magazine owned by Forbes, Inc. Published biweekly, it features original articles on finance, industry, investing, and marketing topics.

A major milestone for Edward came this October 2013 when he became the new owner of the Forbes Magazine license along side his partner Mariano Menendez who owns the rights to Frobes Latin Ameirca to publish Forbes Central America and Caribbean editions.

Owner at Toy Box Luxury Rentals

February 2013 - Present (1 year 2 months)

Toy Box Luxury Rentals is a concierge company located inside The Marina Casa de Campo, Dominican Republic. Services include villa, yacht, jet, and daily amenity rentals. Toy Box concierge services allow for you, your family, friends and or clients to plan out curated travel itineraries within Casa de Campo and/or Punta Cana, Bayhipe, Samana, Santiago, and Cabarete.

Toy Box villas are all pre-inspected to ensure that your dream rental is perfect when you & your guest arrive. Yacht rental services include the finest brands in the industry, including Ferretti, Riva, Pershing, Azimut, Tiara, Intrepid, & Sun Seeker. Our privileged jet & helicopter services have the highest standard of safety in the country, so that you can travel worry free on brand new equipment.

Global Chief Executive Officer at 3A/Worldwide Advertising

January 2012 - Present (2 years 3 months)

As of October 1st 2013 AMGW Agency of Miami, Unlike of Brazil, Unimedios Mexico & Newcom Communications of Spain, merger was final and their previous global alliance has now formed one company that unifies all advertising, media buying, public relations and digital marketing operations throughout the Americas and Europe under the newly named 3A/Worldwide.

This merger positions 3A/Worldwide as the largest independent international full service marketing and communications firm with corporate hubs in four key cities Miami, Mexico City, Rio de Janeiro , and Madrid Spain. Now its total associate count makes up more than 200 + and positions the new 3A/ Worldwide to compete with over \$85 Million Dollars of audit-able media billings in global media buying power.

With this new merger 3A/Worldwide also approaches media through an even stronger integrated communication platform and is fully equipped to build the reputation of its clients in the quickly evolving media landscape. His new 3A/Worldwide added an extensive portfolio of the world's most prized brands including JetBlue, Heineken, Crabtree & Evelin, Gateway, Honda, Gerber, Toyota and Open English.

Strategic Media Planning & Buying

Public Relations

Internet Marketing

Creative Services

Brand Licensing

CEO at Americas Media Group Worldwide

January 2006 - January 2012 (6 years 1 month)

After incorporating additional offices in Western Europe and within the Middle East, I expanded our core business and service offerings. America's Media Group Worldwide was the culmination of of our efforts.

Publisher at PR Newswire

February 2003 - November 2008 (5 years 10 months)

Cultivated global relationships and engaged clients with their target audiences through communications and marketing.

CEO at America's Media Group

January 2004 - January 2006 (2 years 1 month)

America's Media, Inc., established close relationships with several top-tier publications in the United States. We soon became the third largest media-buying company for the Americas. As I expanded the company, America's Media Group was born.

CEO at America's Media, Inc.

January 2001 - January 2004 (3 years 1 month)

I created America's Media Group for the purpose of adding something truly unique to the business world. Our specialties included media-planning and buying services.

Honors and Awards

- 2011 - Top 300 Business in Southern U.S., Business Leader Magazine
- 2011 - Top South Florida Innovator, SunPost
- 2011 - Best PR Agency of the Year in Mexico, Central & South America, Stevie Awards
- 2011 - Top 50 Entrepreneur, Business Leader Magazine
- 2012 - Top Hispanic Entrepreneurs of 2012, Hispanic Target

Interests

travel, brand-building, public speaking, design, organizational development, marketing, public relations, media buying, real estate, hotels, social media

Languages

English	(Native or bilingual proficiency)
Spanish	(Native or bilingual proficiency)
Portuguese	(Native or bilingual proficiency)
Italian	(Native or bilingual proficiency)

Skills & Expertise

Organizational Behavior
Public Relations
Digital Strategy
Marketing Strategy
Marketing Communications
Social Media Marketing
Public Speaking
Web Design
SEO
Event Planning
Digital Marketing
Entrepreneurship
Digital Media
Online Marketing
Media Planning
Media Buying
international media planning
International Public Affairs
Latin American markets
brazil marketing, media buying and planning
Online Media Buys
Blogging
Miami advertising
Brazil media
Magazines
Business Relationship Management
New Business Development
Luxury Goods
Luxury Brand Marketing
Corporate Branding
Email Marketing
Advertising Sales
Advertising Research
Online Advertising
Integrated Marketing

Education

Nova Southeastern University

Bachelor of Science (BS), Business Administration and Management, General, 1994 - 2005

Nova Southeastern University

Master of Business Administration (MBA), Business Administration, Management and Operations

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[Contact Edward on LinkedIn](#)