

Valentín Durán Werneke

I use AI tools every day, and I turn them into workflows.

I'm a third-year BA (Hons) Marketing student at York St John University. I built my own system to generate images and video with fal.ai on rented cloud GPUs, automated with code, and I use it to produce marketing content.

The system: AI image and video generation, automated

Instead of prompting one image at a time, I drive the models from code, so the same process can be repeated, adjusted and scaled.



Driven by code

Prompts and settings live in code, not in a chat window.



fal.ai models

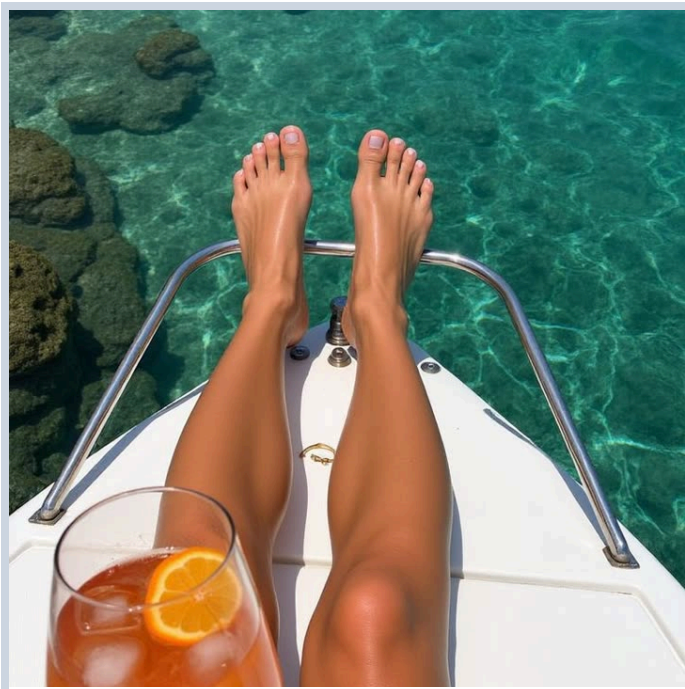
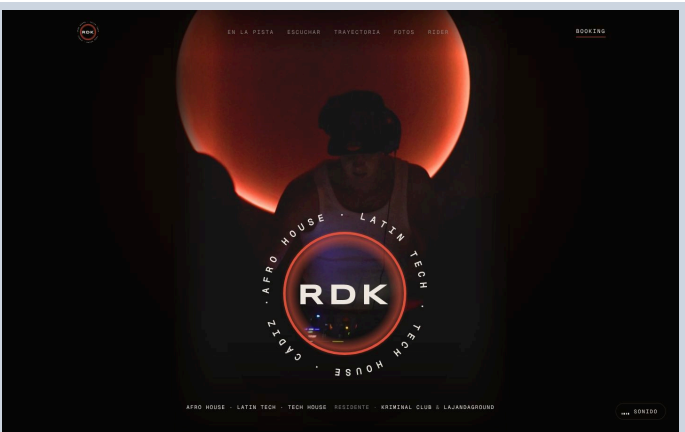
Image and video models called through fal.ai.



Rented cloud GPUs

Generation runs on GPUs rented in the cloud.

Work

 Virtual influencer AI imageCharacter consistency Personal project: one AI-generated character kept consistent across scenes, ready for social media. See all the images →	 Landing page – RDK, DJ press kit Web design Single-page press kit for a Cádiz DJ: profile, music, career, photos, rider and booking. Unreleased: the artist chose not to launch it. Open the website →
AI video – Línea 013 Cerramientos AI video A video presenting one enclosure type from the company's catalogue. Internal piece, not published. Watch the video →	Social media – ESSDM InstagramReels Marketing internship (April–June 2025): social media management and content for campaigns and events. See the posts →

Why this fits the role

AI tools, daily	Image and video generation is my main way of working.
Internal AI workflows	I build the pipeline, not just the prompt.
Marketing background	BA (Hons) Marketing (York St John); Higher Technician in Marketing and Advertising; marketing internship at ESSDM; marketing consultant at LV Payments.
Design by hand too	Photoshop, Illustrator, GIMP, Wix, PrestaShop.

Contact

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