

LETICIA SANCHEZVALER

LETICIASANCHEZVALER.COM

BRAND NARRATIVE CREATIVE, MARKETING & COMMUNICATIONS DIRECTOR

EXPERIENCE

SENIOR BRAND, MARKETING & COMMUNICATIONS FREELANCE CONSULTANT



CALEDONIA STUDIO | ANYWHERE IN THE WORLD ENE 23 – PRESENT

- Specialized in crafting compelling brand identities and innovative narrative strategies, enhancing brand resonance and connection.
- Executed diverse production projects from concept to completion, with a focus on creative storytelling and impact.
- Led 360-degree marketing campaigns, leveraging both digital and traditional platforms to maximize reach and engagement.
- Managed integrated communication strategies, incorporating social media, press, and events, to significantly enhance brand presence.

SENIOR BRAND NARRATIVE CREATIVE FREELANCER

LUNARTIC PRODUCTIONS | BARCELONA (SPAIN) OCT 23 – PRESENT



- Leading and managing post-production efforts for a wide range of projects, from advertising campaigns to digital content, ensuring all content is compelling, on-brand, and delivered on time.
- Strong creative vision and the ability to manage multiple projects simultaneously, ensuring they meet brand's high standards and creative direction.
- Developing well-crafted narratives that express the heart and soul of the brand.
- Working within a multidisciplinary team - directors, producers, creatives, etc. - to execute and deliver creative across all channels, translating briefs and marketing plans into emotive and innovative stories.

CORPORATE GLOBAL MARCOM & SPONSORSHIPS DIRECTOR

CANTABRIA LABS, S.A. | MADRID (SPAIN) JUL 22 – NOV 23

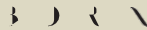


cantabria labs

- Pioneered global sponsorships with Rafa Nadal & Real Madrid C.F., achieving 5th position among 33 sponsors in the inaugural year. Led the 360° full strategy encompassing content and creative production, legal negotiations, and institutional relationships.
- Transformed ideas into reality, driving emotive creativity, brand conceptualization, and full-scale creative production for sponsorships and events.
- Orchestrated Mad Cool Music Festival (part of Live Nation) sponsorship, from conceptualization and negotiations to directing shooting, art, and creative production, including VIP hospitality and team execution.
- Directed worldwide communication strategy across diverse markets, BUs (Spain, Portugal, Italy, Morocco, USA, Mexico & China), and over 85 countries, ensuring precise implementation and crafting a compelling CEO message to elevate the brand.

CMO – BRAND & DIGITAL MARKETING DIRECTOR

BORN LIVING YOGA | MADRID (SPAIN) MAR 20 – JUN 22



- Injected creativity into the brand's DNA by crafting and conceptualizing each collection.
- Directed the creative and content vision for a fully expressive brand identity.
- Orchestrated a global brand launch, positioning, and communications, achieving notable results: +108% growth in followers on Social Media. Simultaneously, led the impactful E-Commerce strategy on Shopify, driving a substantial +158% increase in sales compared to the previous year.

MARKETING & COMMUNICATIONS MANAGER

COVERING MATERNITY LEAVE

LVMH | MADRID (SPAIN)

MAY 19 – FEB 20



- Drove the expansion of Benefit Cosmetics in the Spanish market, exclusively distributed through Sephora, leading a comprehensive 360° Marketing and Communication strategy encompassing Trade, Merchandising, Social Media, and PR. This strategy was closely aligned with the overarching EMEA strategy.

MARKETING MANAGER

STARBUCKS COFFEE | MAD & LIS (IBERIA)

NOV 15- MAY 19



- Spearheaded Starbucks' brand development in Spain and Portugal, in sync with EMEA strategies; managed product launches and market share growth. Executed dynamic marketing campaigns and oversaw the opening and renovation of 27 stores in 2016 and over 30 in 2017.

INTERNATIONAL B2B MARKETING SPECIALIST

NH HOTEL GROUP MADRID (SPAIN)

AUG 14 – NOV 15



HOTEL GROUP

JUNIOR B2B MARKETING

SAMSUNG ELECTRONICS | MADRID (SPAIN)

OCT 12 – AUG 14



TRADE MARKETING TRAINEE

COCA COLA | MADRID (SPAIN)

MAY 11 – JAN 12



With over 12 years immersed in the heartbeat of marketing, I've sculpted brands with a fervor that goes beyond mere strategy—it's a symphony of passion and purpose. Whether in the boardrooms of giants or the heartbeat of startups, I've orchestrated transformations, witnessing sales soar by 150% within a single year. Now, my journey takes an emotional turn, echoing the sentiment of a well-known business adage: "In every brand lies a story, and I'm here to make it a legend."

My next chapter? Breathing life into a multinational or turning a new brand into an unforgettable narrative.

CONTACT

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SYDNEY | MADRID | OPEN TO RELOCATE



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EDUCATION

DOBLE DEGREE IN BUSINESS
ADMINISTRATION ADVERTISING & PR
UNIVERSIDAD REY JUAN CARLOS
2006 – 2012
MADRID (SPAIN)

BBA INTERNATIONAL PROGRAM
ÉCOLE SUPÉRIEURE DE GESTION
UNIVERSITÉ DU QUEBEC À MONTREAL
2012
MONTREAL (CANADA)

BACHELOR'S IN MARKETING
MANAGEMENT
ÉCOLE SUPÉRIEURE DE COMMERCE
RENNES INTERNATIONAL SCHOOL OF
BUSINESS
2019 – 2010
RENNES (FRANCE)

SKILLS & EXPERTISE

CREATIVE. EXPERT. STRATEGY. BUSINESS DEVELOPMENT. RESULTS DRIVEN. CROSS LEADERSHIP. PROJECT MANAGEMENT. TRILINGUAL. BRAND NARRATIVE.

DISRUPTIVE. FASHION. SPORT. ART PRODUCTION.

MARCOM. MUSIC. DECISIVE. FUNCTIONAL. TEAMS

REFERENCES

MARIA ABEJARO

SPONSORSHIPS MAD COOL FESTIVAL | +34 605 507 861

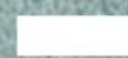
CAYETANA SANCHEZ DE LUCAS

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PORT
FOLIO

2011



2024

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