



LETICIA SÁNCHEZ VALER

HEAD OF BRAND AND CONTENT COMMUNICATIONS

Multilingual content production and brand communications leader delivering high-impact photo, video, and digital campaigns for global luxury, beauty, and lifestyle brands (LVMH, Cantabria Labs, PropHero, Born Living Yoga). Proven track record managing end-to-end content production — from concept development to on-set direction — while aligning creative vision with business objectives across EMEA and APAC. Skilled in vendor management, production calendars, usage rights, and cross-functional coordination. Passionate about transforming ideas into visually compelling stories that elevate brands and drive engagement.

Want to know more? [click here to see my portfolio](#)

EDUCATION

- **Doble Degree in Business Administration & Advertising & PR**
URJC | 2006-2012
- **BBA International Program.**
Université du Québec à Montréal | 2012
- **Bachelor's in Marketing**
ESC Rennes School of Business | 2009-2010

SKILLS

Creative Direction & Content Production

360° Campaign Development & Activation

Brand Storytelling & Visual Consistency

Negotiation

Cross-Functional Team & Agency Coordination

Leadership

Rapid Problem-Solving Under Tight Deadlines

CONTACT

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EXPERIENCE

HEAD OF BRAND AND CONTENT COMMUNICATIONS

PROPHERO REAL ESTATE AUSTRALIA | APAC | JUL 24 - AUG 25

- Shaped and elevated the brand's identity, aligning messaging and creative vision across APAC.
- Production Calendar Management: Coordinated internal teams, agencies, and vendors to deliver on-time, high-quality assets for multiple concurrent campaigns.
- 360° Marketing Campaigns: Led multi-channel activations, including the Race to Be a Hero event at Bondi Beach, boosting brand awareness by 200%+.
- PR & Funding: Built PR strategies that secured AUD \$25.1M in Series A funding and positioned Prophero as a proptech leader.
- Marketing Growth & Lead Generation: Implemented data-driven strategies, achieving a 17% increase in lead acquisition YoY.

GLOBAL COMMUNICATIONS & SPONSORSHIPS DIRECTOR

CANTABRIA LABS | MADRID | JUL 22 - NOV 23

- Led global sponsorships and transformed creative vision into reality by leading end-to-end campaign productions uniting Rafa Nadal and Real Madrid C.F. for the first time in history, ensuring its debut aired ahead of Wimbledon and other key international media moments.
- Directed shoots, creative assets, and art direction, ensuring visual excellence and global impact across 85+ markets.
- Managed production budgets, optimizing resources while maintaining premium quality standards.
- Closed the first-ever sponsorship with Mad Cool Festival, part of Live Nation Spain, and designed the full 360° marketing campaign — from digital activations to on-site brand experience and live event activations — significantly boosting brand visibility.

HEAD OF MARKETING AND COMMS

BORN LIVING YOGA ACTIVEWEAR | MADRID | FEB 20 - JUL 22

- Injected creativity into the brand's DNA by crafting and conceptualizing each collection from idea to launch.
- Directed the creative and content vision for a fully expressive brand identity, leading end-to-end photo, video, and campaign productions — from seasonal collection shoots to always-on digital content — achieving a +108% increase in social media followers and +158% sales growth

MARCOM MANAGER (MATERNITY COVER)

LVMH | MADRID | MAY 19 - FEB 20

- Spearheaded the go-to-market and brand positioning strategy in Spain.
- Led a multi-channel launch campaign (retail, PR, social, Sephora partnership), generating +20% sales uplift.

BRAND MARKETING MANAGER

STARBUCKS COFFEE | MADRID | NOV 15 - MAY 19

- Developed the brand in Spain and Portugal, leading product launches and campaigns aligned with the EMEA strategy.
- Led the opening and renovation of 27 stores in 2016 and more than 30 in 2017.

INTERNATIONAL B2B MARKETING SPECIALIST

NH HOTEL GROUP | MADRID | AUG 14 - NOV 15

- Rolled out B2B marketing framework and commercial toolkit for international markets.
- Launched new value propositions in collaboration with sales and global partnerships.

B2B MARKETING SPECIALIST

SAMSUNG ELECTRONICS | MADRID | OCT 12 - AUG 14

- Executed trade marketing campaigns with telco partners (e.g. Movistar, Vodafone) for key product launches.
- Managed co-branded initiatives and provided operational support for retail activations across Spain.

TRADE MARKETING TRAINEE

COCA COLA | MADRID | MAY 11 - JAN 12

- Supported national activations for key accounts (McDonald's, Burger King)