



MIRIAM VALENCIA

CREATIVE, STRATEGIST & COPYWRITER SR.

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1994. From Barcelona. Based in Madrid.
I've been working in advertising agencies for years, collaborating with all kinds of clients, which has helped me understand the world as a whole picture. Over the years, I have developed my strategic and creative thinking, blending it with my love for art and music. This passion led me to co-found casa nueve, an independent studio and label dedicated to developing and publishing both music and art projects.

As an artist, I have published two editions of my book *Cómo vaciar una piscina* and have participated in various exhibitions in Barcelona. I continue to enjoy working with brands, bringing my ideas and words to life.

LANGUAGES

Spanish. Native.
Catalan. Native.
English. Proficiency..

SKILLS

Conceptualisation
Strategy
Copywriting
Brand identity
Content creating
Social media Good team player
Creativity Friendly
Research Always willing to help
Critical thinking
Emotional intelligence
Problem solving
Adaptable
Passionate

EXPERIENCE

casa nueve May 2024 – now.

Co-founder and Creative Director of musical projects as UMA, SALPA, Le Nais, and many more.

Freelance jun 2022 – now.

Estrella Damm, Danone, Alpro, The New Society, etc..

After Madrid Nov 22 – Nov 23.

Turespaña, Miravia, CaixaBank, Verti.

VML&YR Bcn May 21 – Jun 22.

Nocilla, TostaRica, Lanjarón, Dormidina.

14 agency/DDB Bcn Sep 17 – May 21.

SEAT y CUPRA.

McCann Bcn Feb 17 – Sep 17.

Nocilla, TostaRica, Lanjarón, Dormidina.

EDUCATION

2024. New Strategies for Brands.

Canela School.

2020. Fashion and Beauty Communication Vogue

Carlos III University.

2017. Creativity and Digital Innovation.

School of Creativity Brother.

12-16. Degree in Advertising and PR

Blanquerna. Ramon Llull University.