



MIRIAM VALENCIA

CREATIVE COPYWRITER & BRAND STORYTELLER

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1994. From Barcelona.

Over the years, I've worked across advertising agencies and creative environments, collaborating with both global brands and independent projects. This has taught me to approach creativity from a strategic yet deeply human perspective. I've grown into leading projects and teams, blending organisation and intuition with a love for storytelling, design, and emotional intelligence. This mindset also inspired me to co-found casa nueve, a record label and creative studio between London and Spain, where I develop music and art projects.

I'm driven by the desire to make ideas happen, to build bridges between people and shape concepts with clarity and soul.

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

SKILLS

- Brand storytelling**
- Concept writing**
- Creativity**
- Strategic thinking**
- Campaign ideation**
- Social media**
- Emotional intelligence
- Collaboration
- Empathy
- Critical thinking
- Adaptability

EXPERIENCE

- casa nueve May 2024 – now**
Creative direction and copywriting for music and art projects (UMA, SALPA, STEVIE, MAVICA). Shaped brand voice and crafted stories that connect creativity with emotion and developed communication concepts. Collaborated with illustrators, musicians, producers, and promoters across Europe.
- Freelance jun 2022 – now**
Copywriting and creative strategy for brands such as The New Society, Contes de Parfums, SEAT, and Estrella Damm. Concepted and wrote campaigns, brand manifestos, and social content. Ensured narrative consistency and tone across channels.
- After Madrid Nov 22 – Nov 23**
Clients: Turespaña, Miravia, CaixaBank, Verti.
Developed creative concepts and copy for 360° campaigns. Wrote key messages, scripts, and brand storytelling pieces, ensuring coherence between strategy and execution.
- VML&YR Bcn May 21 – Jun 22**
Clients: Nocilla, TostaRica, Lanjarón, Dormidina, Danone.
Created concepts and wrote campaigns for child and family brands, from TV spots to digital and social content, maintaining brand personality and emotional appeal.
- 14 agency/DDB Bcn Sep 17 – May 21**
Clients: SEAT & CUPRA.
Supported international campaigns through scriptwriting, brand storytelling, and creative ideation across global markets.
- McCann Bcn Feb 17 – Sep 17**
Client: Aldi Supermarkets.
Developed advertising concepts and copy for campaigns, catalogues, and digital media, aligning tone and messaging with brand strategy.

LANGUAGES

- Spanish** Native
- Catalan** Native
- English** Fluent

TOOLS

- Office
- Drive
- Notion
- Trello
- Adobe
- CapCut