

# VALERIA CAMACHO

VALERIA'S FOCUS ON CREATIVITY AND INFLUENCE IS SEEN THROUGH HER MULTI-INDUSTRY WORK ACROSS ENTREPRENEURSHIP, CPG, TECHNOLOGY, ENTERTAINMENT, RETAIL, EDUCATION +++

HOLDING ROLES IN BRANDING, MARKETING, PUBLIC RELATIONS, SOCIAL MEDIA, COMMUNICATIONS, AND CONTENT CREATION, SHE PRIDES HERSELF ON HARNESSING THE POWER OF THE PUBLIC THROUGH INNOVATIVE STRATEGIC PLANNING AND EXECUTION.

VALERIA IS KEEN TO BUILD BRANDS FROM THE GROUND UP, SUPPORTING THEIR PUBLIC IMAGE AND STAKEHOLDER RELATIONS THROUGH ALL CHANNELS. HER INTEGRATED STRATEGIC APPROACH, PRECISE ATTENTION TO DETAIL, AND AESTHETIC COMMUNICATION SKILLS ARE FOLLOWED BY UTMOST DEDICATION TO EVERY PROJECT SHE'S PART OF.

APART FROM BEING A CREATIVE PROBLEM-SOLVER AND VALUE-DRIVEN STORYTELLER, VALERIA CAN TALK ENDLESSLY ABOUT PERSONAL GROWTH AND ENERGY. SHE WILL STOP AT NOTHING TO SUPPORT HER LOVED ONES AND GIVE THEM THE RECOGNITION THEY DESERVE, YOU CAN FIND HER TALKING TO DOGS OR TO PRACTICALLY ANYONE INTERESTED IN KNOWING MORE ABOUT TRUE PASSION AND PURPOSE.



## PROFESSIONAL EXPERIENCE

### ■ BÉNÉDICTIONS

Head of Brand Marketing	MDE, COL	2025-present	FASHION / APPAREL	<a href="#">Link</a>
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### ■ 12 MATCHA

Communications Manager	NY, USA	2025	FOOD / BEVERAGE	<a href="#">Link</a>
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### ■ LUBIN LAWRENCE

Project Manager	NY, USA	2024-2025	AGENCY	<a href="#">Link</a>
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### ■ EXCEPTIONAL BRANDS GROUP

Social Media Manager	HK, SAR	2023-24	FOOD / BEVERAGE	<a href="#">Link</a>
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### ■ ATMOSFY

Brand Specialist	NY, USA	2023	ENTERTAINMENT	<a href="#">Link</a>
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### ■ UNITY INSIGHTS

Marketing Intern	LDN, UK	2022	HEALTHCARE	<a href="#">Link</a>
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### ■ VOICE 2 VOICE

Marketing Strategist	BOG, COL	2020	AGENCY	<a href="#">Link</a>
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VALERIAMACHO.COM

INTEGRATED BRANDING | MARKETING | PR

NEW YORK

@ IN

## ENTREPRENEURSHIP

## ■ VALERIA CAMACHO



Consultant NY, USA 2020 BRANDING+

## ■ FCB



Co-Founder MDE, COL 2025 NON-PROFIT

## ■ 2BE2DAY



Co-Founder NY, USA 2025 WELLNESS TECH

## ■ THAT SHOP



Co-Founder NY, USA 2024 E-COMMERCE

## ■ DOSED + CLAIR DE LUNE



Co-Founder BOG, COL 2020 RETAIL &amp; SKINCARE

VC

STRATEGIC BRANDING+

CREATIVE DIRECTION

SOCIAL-EMOTIONAL INTELLIGENCE

ATTENTION TO DETAIL

INNOVATIVE/VISUAL COMMUNICATION

AESTHETICS

INTEGRATED AND EXPERIENTIAL MARKETING

EVENTS

## ACADEMIC EXPERIENCE



## NEW YORK UNIVERSITY

2022-24

MSc Public Relations & Corporate Communications  
4.0 GPA

## CITY UNIVERSITY OF LONDON

2019-22

BSc International Political Economy  
First Class with Honours

## INTOCITY UNIVERSITY OF LONDON

2018-19

Foundation Business, Accounting, and Economics  
First Class with Honours

## THE ENGLISH SCHOOL

2004-18

International Baccalaureate  
Highschool Diploma

CERTIFICATES

## PROFESSIONAL SKILLS

SPANISH

ENGLISH

Social media management tools (Hootsuite, Later), Muckrack, R studio and SPSS experience, Microsoft Office Suite, Social Media Platforms, Wix, Canva, Trello, Motion, Photo and Video Editing programs.

## ADDITIONAL

## CITY UNIVERSITY OF LONDON

Marketing  
Brand  
Ambassador

LDN, UK

2019-  
22

HIGHER ED

Student  
Community  
AmbassadorStudent  
Engagement  
Ambassador

Let's work together

Calendar

Email

## PROFESSIONAL EXPERIENCE

1/2

## ■ 12 MATCHA

Communications Manager

NY, USA

2025-present

FOOD / BEVERAGE



- Led internal and external brand communication strategy across digital channels, in-store experience, and internal culture, defining voice and messaging to ensure consistency across all touchpoints.
- Managed influencer and media strategy, overseeing outreach, partnerships, and social communications to drive visibility and cultural positioning.
- Built and executed cross-channel content systems for social media, email, reviews, and internal tools, aligning brand storytelling with growth goals and operational clarity.
- Developed strategic initiatives including the launch of the private tea tasting experience and the development of internal frameworks that strengthened team communication and brand culture.

## ■ BÉNÉDICTIONS

Head of Brand Marketing

MDE, COL

2025-present

FASHION



- Developed a strategic rebranding, redefining brand identity, positioning, and creative direction— all aligned with core values and vision.
- Implemented an integrated social media and marketing strategy, including content planning, campaign development, and brand messaging.
- Directed creative brand activations and community events, ensuring cohesion between concept, storytelling, and visual communication.
- Provided ongoing consulting across creative direction, photoshoots, and marketing initiatives to support consistent brand growth and strong market positioning.

## ■ LUBIN LAWRENCE

Project Manager

NY, USA

2024-25

AGENCY



- Spearheaded the rebranding project for the University of Florida (UF), leading a cross-functional team to deliver a master brand platform utilizing The Lubin Lawrence Experiential Branding Method, consisting of 2 phases of focus groups and 20+ stakeholder interviews.
- Developed key graphic presentations and strategy decks, directing the creative process and overseeing the development of visual elements, messaging, and overall tone.
- Acted as the primary liaison between LLI and UF, facilitating communication and maintaining strong relationships with key stakeholders to ensure project alignment with client expectations.

## ■ QUANTUM

Head of PR + Comms

NY, USA

2023-25

AEROSPACE TECH



- Led PR, branding, and communications for an aerospace startup, enhancing credibility and public image through strategic media training and executive messaging.
- Developed and designed all brand assets (website, business cards, and investor decks +) ensuring visual cohesion and professional polish.
- Strengthened executive-stakeholder relations by crafting persuasive presentations and overseeing photoshoots to align public presence with company goals.

## ■ EXCEPTIONAL BRANDS GROUP

Social Media Manager

HK, SAR

2023-24

FOOD / BEVERAGE



- Proactively translated in-depth market research into strategic recommendations for marketing and brand development.
- Executed a meticulously planned content strategy on a company-sponsored trip to Asia.
- Applied market insights to craft data-driven content marketing and social media strategies.
- Produced and curated value-driven content tailored for Instagram, TikTok, and LinkedIn.

## PROFESSIONAL EXPERIENCE

2/2

## ■ ATMOSFY

Brand Specialist

NY, USA

2023

ENTERTAINMENT



- Developed and maintained relationships with industry professionals, influencers, and trendsetters.
- Researched and monitored social media and news sources to gather insights about the cultural environment.
- Collaborated with internal teams to maximize reputation through clear and persuasive strategic communication.

## ■ UNITY INSIGHTS

Marketing Intern

LDN, UK

2022

HEALTHCARE



- Launched the company's marketing function, managing monthly workflows, social content (LinkedIn, Twitter), and website updates, doubling engagement in three months.
- Delivered a company-wide talk on marketing's value and led research to refine internal & external communications.
- Co-planned a 25-person team-building event to support internal culture.

## ■ ACTION AGAINST STUNTING HUB

Communications Intern

LDN, UK

2021

NON PROFIT



- Researched and generated a social media strategy to facilitate communication, raise awareness and reach.
- Managed daily the organization's LinkedIn page boosting by 18% follower count and engagement statistics.
- Performed qualitative research in the industry to acquire commercial awareness and developed daily innovative content such as posts, stories, infographics, quizzes, blogs, and video animations.

## ■ VOICE 2 VOICE

Marketing Strategist

BOG, COL

2020

AGENCY



- Delivered exceptional digital marketing services as a member of a team.
- Executed 5+ innovative services including naming, branding, marketing, and social media strategy.
- Provided outstanding customer service and high-quality work, receiving excellent customer service feedback.

## ■ CITY UNIVERSITY OF LONDON

Student Community Ambassador  
Marketing Brand Ambassador  
Student Representative

LDN, UK

2019-22

HIGHER ED



- Created 15+ branded marketing assets (vlogs, TikToks, blogs, flyers) to increase student engagement.
- Planned and executed 8+ high-impact events, including a 4,200+ person school-wide initiative.
- Represented student voice in consultations, surveys, and communications with 90+ peers and faculty.
- Fostered campus-wide community through weekly engagement, partnerships, and ambassador programs.

## ■ STINT

Casual Work

LDN, UK

2020

HOSPITALITY / RETAIL



- Undertook 20+ day shifts in diverse businesses in the food and retail industry.
- Committed to providing the best service to both customers and employers with a personal overall rating of 4.9/5.

## CREATIVE CONSULTING

## SPECIALTIES

(Re)Branding Strategy

Brand Development &amp; Growth

Creative Direction

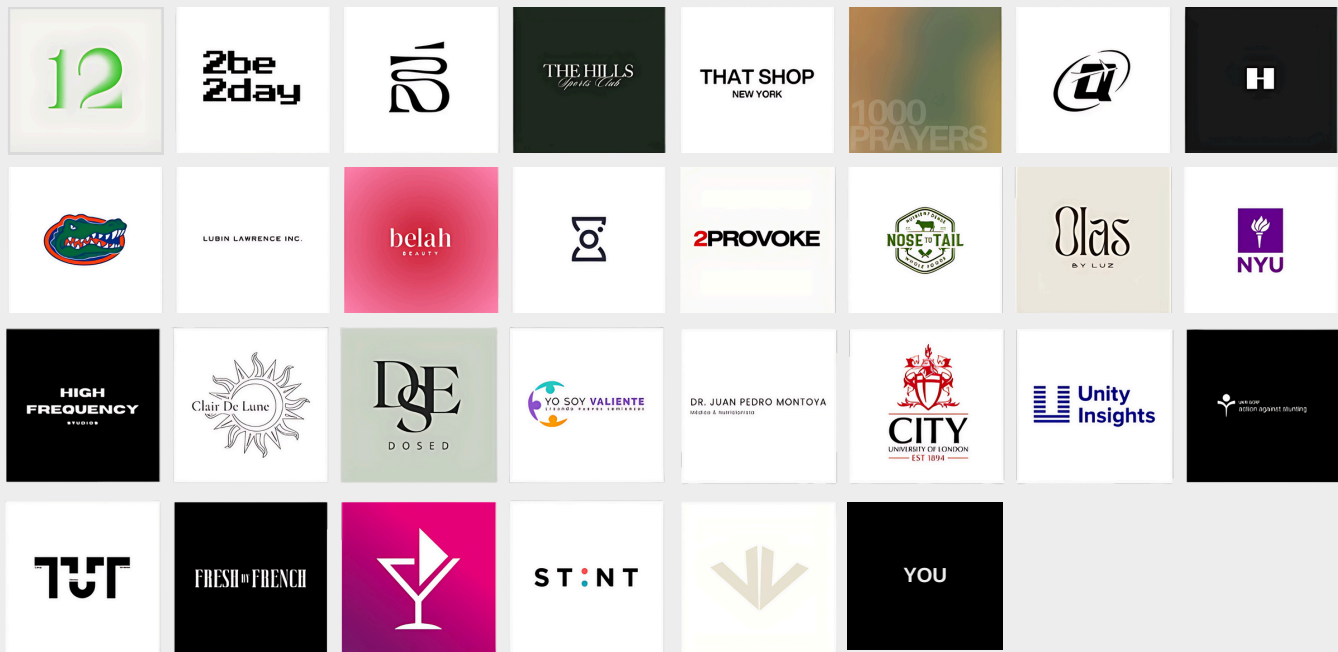
Creative Strategic Planning

Social Media &amp; Content Strategy

Marketing / Comms

Marketing / Comms Strategy

Experiential Event Planning



Let's work together

Calendar



Email



LINKEDIN

PORTFOLIO

DISRUPTION GROUNDED IN HUMANITY

WHO DID YOU COME HERE TO BE?