

VALERIACAMACHO.COM

BRAND STRATEGIST & CREATIVE DIRECTOR

MDE | NY | LDN

@ IN

VALERIA CAMACHO

BRAND STRATEGIST AND CREATIVE DIRECTOR WORKING ACROSS POSITIONING, NARRATIVE, STRATEGIC VISUAL DIRECTION, CAMPAIGNS, AND EXPERIENCES.

I FIND WHAT CONNECTS, CLARIFY WHAT MATTERS, AND SHAPE IT INTO BRANDS AND IDEAS PEOPLE CAN FEEL.

MY WORK SPANS FASHION, FOOD AND BEVERAGE, WELLNESS, TECHNOLOGY, EDUCATION, AND CULTURE—FROM BUILDING BRANDS FROM THE GROUND UP TO GUIDING ESTABLISHED ONES THROUGH CHANGE.



OVERVIEW

■ INDEPENDENT PRACTICE

Brand Strategist & Creative Director

MDE, COL

2020-present

MULTI-INDUSTRY



■ BÉNÉDICTIONS

Brand Marketing Director

MDE, COL

2025-present

FASHION / APPAREL



■ 12 MATCHA

Communications Manager

NY, USA

2025

FOOD / BEVERAGE



■ LUBIN LAWRENCE

Project Manager

NY, USA

2024-25

AGENCY



■ QUANTUM

Head of PR + Communications

NY, USA

2023-25

AEROSPACE TECH



■ EXCEPTIONAL BRANDS GROUP

Social Media Manager

HK, SAR

2023-24

FOOD / BEVERAGE



PROFESSIONAL EXPERIENCE

■ INDEPENDENT PRACTICE

Brand Strategist & Creative Director

MDE, COL

2020-present

MULTI-INDUSTRY



- Partner with founders and teams to define positioning, narrative, brand strategy, and creative direction—from early-stage development to repositioning and growth.
- Translate strategy into visual identities, campaigns, content, websites, launches, films, photoshoots, activations, and experiences.
- Selected projects include ERES, D'Lux, 4C, El Condor, Sanctum, Piunnet, The Hills, and HHREI.

■ BÉNÉDICTIONS

Brand Marketing Director

MDE, COL

2025-present

FASHION



- Led the brand's repositioning, redefining its strategy, identity, narrative, and creative direction.
- Directed collections, campaigns, photoshoots, activations, retail communication, and community experiences.
- Built integrated marketing and content systems to strengthen brand consistency and support growth.

■ 12 MATCHA

Communications Manager

NY, USA

2025

FOOD / BEVERAGE



- Led brand communications across digital, retail, and internal touchpoints, defining voice and messaging.
- Directed media, influencer, and content strategy to strengthen visibility and cultural positioning.
- Developed branded experiences and communication systems supporting growth and internal culture.

■ LUBIN LAWRENCE

Project Manager

NY, USA

2024-25

AGENCY



- Led the University of Florida master brand platform, informed by focus groups and more than 20 stakeholder interviews.
- Managed the strategy and creative process across positioning, messaging, presentations, and visual development.
- Served as the primary liaison between the agency, client, and cross-functional teams.

■ QUANTUM

Head of PR + Comms

NY, USA

2023-25

AEROSPACE TECH



- Led PR, brand, and executive communications, strengthening the startup's credibility through media training and stakeholder messaging.
- Created its website, investor decks, brand assets, and visual content to establish a cohesive public presence.

■ EXCEPTIONAL BRANDS GROUP

Social Media Manager

HK, SAR

2023-24

FOOD / BEVERAGE



- Translated global beverage research into strategic recommendations for brand and content development.
- Developed data-led social strategies and produced content across Instagram, TikTok, and LinkedIn, including during a company trip to Asia.

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ENTREPRENEURSHIP

■ INDEPENDENT PRACTICE



Brand Strategist & Creative Director

2020-present

■ FCB



Co-Founder

MDE, COL

2025

NON-PROFIT

■ 2BE2DAY



Founder

NY, USA

2025

WELLNESS TECH

■ THAT SHOP



Co-Founder

NY, USA

2024

E-COMMERCE

■ DOSED + CLAIR DE LUNE



Co-Founder

BOG, COL

2020

BEAUTY /
SKINCARE

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



INTO CITY, U. OF LONDON

2018-19

Foundation Business, Accounting, and Economics

First Class with Honours



THE ENGLISH SCHOOL

2004-18

International Baccalaureate

High School Diploma

VIEW CERTIFICATES

PROFESSIONAL SKILLS

SPANISH

ENGLISH

Wix Studio · Canva · Motion · Trello · Hootsuite · Later · Muck Rack ·
Microsoft Office · RStudio · SPSS · CapCut

EARLIER EXPERIENCE

ATMOSFY

BRAND SPECIALIST



UNITY INSIGHTS

MARKETING INTERN



ACTION AGAINST STUNTING

COMMS INTERN



VOICE 2 VOICE

MKTG STRATEGIST



CITY UNIVERSITY OF LONDON

AMBASSADOR



STRATEGIC THINKING

VISUAL DISCERNMENT

EMOTIONAL INTELLIGENCE

ATTENTION TO DETAIL

VISUAL COMMUNICATION

AESTHETIC SENSIBILITY

INTEGRATED + EXPERIENTIAL MARKETING

EVENTS

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STRATEGY

CREATIVE DIRECTION

Brand Strategy + Development

Campaigns + Launches

Narrative + Positioning

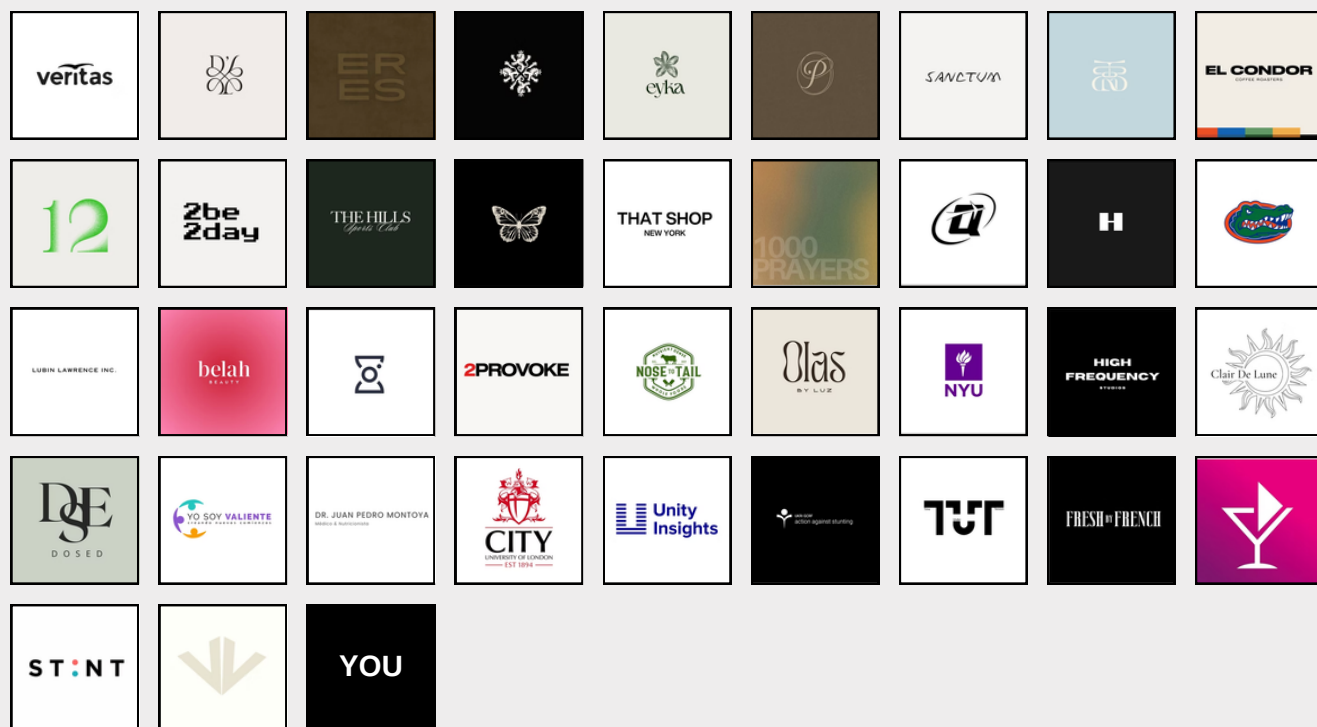
Film + Visual Storytelling

Strategic Visual Direction

Content + Social + Websites

Concept Development

Experiences + Events



Let's work together

Website >

Email >

LINKEDIN

PORTFOLIO

PERCEPTION INTO FORM

WHO DID YOU COME HERE TO BE?