

MARTA SOLANES LEON

Boston, MA

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EDUCATION

Berklee College of Music - Boston, MA

Sept 2022 - May 2026

Bachelor of Music in Professional Music

- Relevant course work: The Business of Songwriting, Music Business, The Artist Entrepreneur, Production Analysis Lab, Vocal Ensembles of R&B, Pop and Rock.

Blanquerna Ramon Llull - Barcelona, Spain

Sept 2019 - June 2021

Studies in Advertising, Public Relations, and Marketing

- Relevant course work: Strategic Marketing, Graphic Design, Theory of Communication, Sociology.

EXPERIENCE

Independent Creative Designer - Boston, MA

Sept 2022 - Present

- Created logos, graphic designs, and animated content translating brand's identity into clear visual assets using Illustrator, Photoshop, and Canva.
- Developed artistic identity concepts through clear communication and collaboration with clients, defining color palettes, messaging, and visual direction aligned with the artistic values and style.
- Produced promotional content supporting the marketing campaigns of local artists including print materials, merchandise, and short form video.

Volunteer, MSPCA Animal Care and Adoption Center - Boston, MA

June 2025 - Present

- Supports daily operations at the shelter and assists staff with basic animal care tasks.
- Collaborates with volunteers and staff to maintain a safe, clean, and organized environment.
- Strengthens communication, teamwork, and problem-solving skills while working in a fast-paced veterinary professional setting.

Marketing Intern, Radan Desintec - Barcelona, Spain

April 2020 - July 2020

- Developed and designed the company website.
- Planned the marketing strategy by analyzing strengths, weaknesses, and brand opportunities.
- Managed the company's social media platforms (Instagram and YouTube), creating content and supporting campaign execution.
- Conducted market and competitor analysis, evaluating messaging, accessibility, and brand positioning.

Marketing Intern, Laboratorios ERN - Barcelona, Spain

June 2018 - July 2018

- Conducted competitor and market analysis using research and marketing insights.
- Reviewed the company's Instagram and website to provide the marketing team with insights on strengths, weaknesses, and brand opportunities.

SKILLS

Strategic

Marketing insight

Market Analysis

Campaign planning

Branding design

Artistic

Visual art, Songwriting,

Music Production,

Performer (singer/dancer),

Artistic identity

Software

Photoshop, Canva,

Illustrator, CapCut,

InShot, Excel, ProTools,

Logic Pro

Languages

English

Spanish

Catalan