



LA BRONCA

SILVIA DEL VALLE

RADIO · TELEVISION · DIGITAL · INFLUENCER
PERSONALITY



[Demo Reel & more](#)

Silvia del Valle, known to audiences across the United States as **La Bronca**, is a nationally recognized Spanish-language media personality with more than **25 years of experience** in radio, television and entertainment.

Authentic, outspoken, irreverent and deeply relatable, La Bronca has built her career around an extraordinary ability to connect with audiences through humor, honesty and real conversation. That connection has taken her from local radio to nationally syndicated programming, major television franchises and a digital community of millions.

RADIO

La Bronca began her broadcasting career at **Radio Única**, where she delivered traffic reports before moving behind the scenes as a producer for the nationally syndicated program **Él y Ella**.

She later joined **La Raza 97.9 FM in Los Angeles** and **La Raza 93.3 FM in San Francisco**, establishing herself as a distinctive on-air personality in two of the country's most important Hispanic media markets.

Her career reached a national audience when she joined Univision's **El Bueno, La Mala y El Feo**, one of the most recognized Spanish-language radio franchises in the United States.

That success led to her own nationally syndicated program, **El Freeway Show con La Bronca**, where she took center stage as lead host and further established herself as one of the most recognizable female personalities in Spanish-language radio.

She later went on to lead **La Bronca Mañana**, a national morning show with **Entravision**.



TELEVISION

La Bronca successfully expanded her distinctive personality from radio to television, demonstrating her versatility as a host, entertainer and reality television personality.

AL BANQUILLO CON SILVIA DEL VALLE

Host · Canal 22

La Bronca fronted her own television talk show, leading interviews and entertainment-driven conversations in a format built around her direct and spontaneous personality.

MIRA QUIÉN BAILA

Celebrity Contestant / Finalist · Univision

Competed on Univision's hit celebrity dance competition and advanced to the finals.

LA CASA DE LOS FAMOSOS

Celebrity Cast · Telemundo

Joined the cast of Telemundo's highly successful reality television franchise, introducing another side of La Bronca to a national television audience.

QUIERO SER GRUPERO

Judge

Served as a judge on the reality competition dedicated to discovering new talent in Regional Mexican music.

DIGITAL

La Bronca's relationship with her audience extends far beyond traditional broadcasting. Her social platforms have become a direct extension of the personality audiences have followed for decades — candid, funny, personal and unapologetically herself.

2.8M+ SOCIAL MEDIA FOLLOWERS

1.5M [Instagram](#) · 1.1M [Facebook](#) · 253K [TikTok](#)

27M Facebook Reel Views · 1.5M TikTok Likes

Her content spans **entertainment, humor, beauty, lifestyle, relationships, personal experiences and female empowerment**, creating a particularly strong connection with Latina women.

This combination of established media recognition and direct digital reach positions La Bronca as a powerful partner for **branded content, endorsements, social campaigns and long-term brand ambassadorships**.



ENTREPRENEUR

BY LA BRONCA

La Bronca has extended her personal brand into entrepreneurship as the founder of **By La Bronca**, a line focused on beauty, wellness and personal care.

The venture reflects the relationship she has built with women throughout her career and her growing presence in the lifestyle and wellness space.

VIVIR BONITO

At the center of this evolution is **Vivir Bonito**, La Bronca's personal philosophy centered on self-care, confidence and reinvention.

It is a message inspired by her own journey and one she shares directly with women:

Nunca es tarde para cuidarte.

Nunca es tarde para reinventarte.

Nunca es tarde para vivir bonito.



BRAND & TALENT OPPORTUNITIES

Television Hosting · Radio · Podcasting · Reality Television · Entertainment Programming · Celebrity Interviews · Live Events · Award Shows · Public Appearances · Brand Ambassadorships · Commercial Campaigns · Endorsements · Branded Content · Digital Campaigns · Beauty · Wellness · Lifestyle · Hispanic Market Initiatives

