

ELENA ORDOÑEZ
MARKETING & DESIGN

Creative

PORTFOLIO

ABOUT ME

Elena Ordóñez

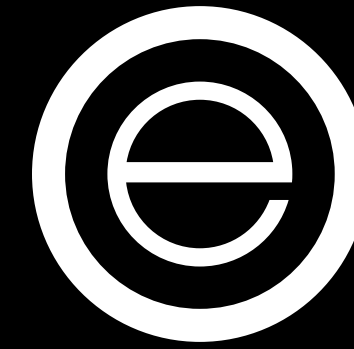
Currently leading Communications, Marketing, and the CarteCulture Project at Caritas Fribourg (Switzerland), I design and execute multi-channel strategies in French and German, manage social media growth, and oversee graphic design, events, and visual content. I also build strategic partnerships to strengthen visibility and social impact.

With over 14 years of experience in agile project management, digital marketing, and visual arts, I operate at the crossroads of creativity and performance.

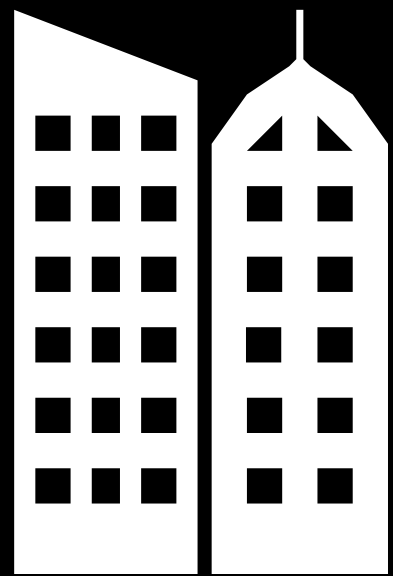
I specialize in visual identity, Marketing 360 strategies, and data-driven decision-making to generate engagement and measurable impact. I am also the Founder of BarretBlau, an international creative and marketing agency delivering bold, innovative solutions beyond expectations.



CREATIVE SERVICES



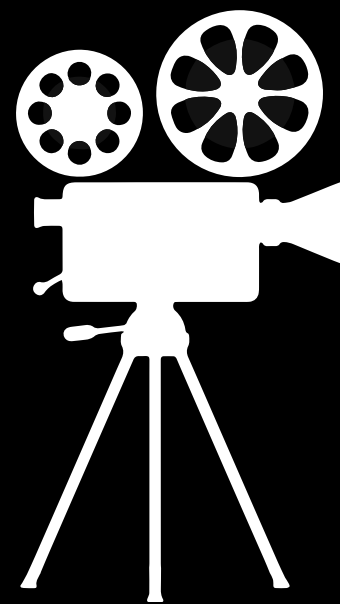
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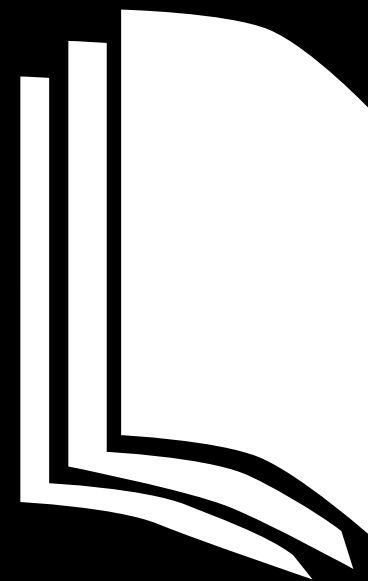
Corporate
Identity



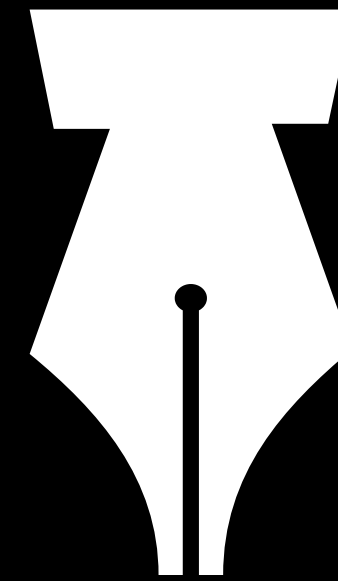
Logo
Design



Video
Editing &
Motion
Graphics



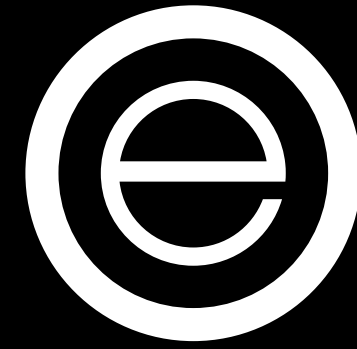
Graphic &
Content
Design for
Magazines



Multilingual
copywriting
(Spanish,
English,
French,
German)



Event Design &
Concept
Development



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Caritas

Fribourg

Annual Reports

Caritas Project (Fribourg, Switzerland)



[Annual report 2023](#)



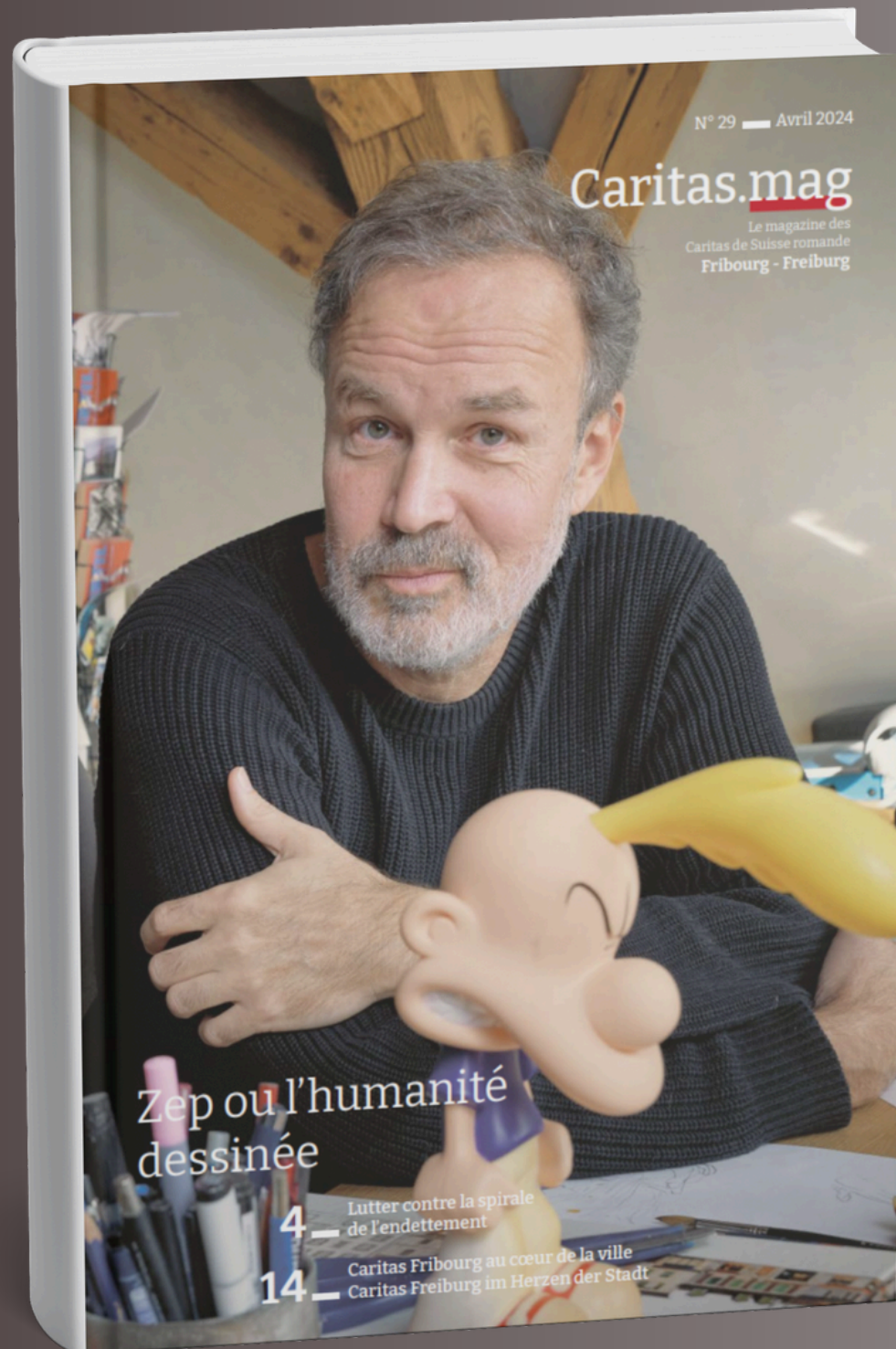
[Annual report 2024](#)

Creation, editing, and translation of articles, information, and images, as well as graphic design of the **2023–2024 reports.**

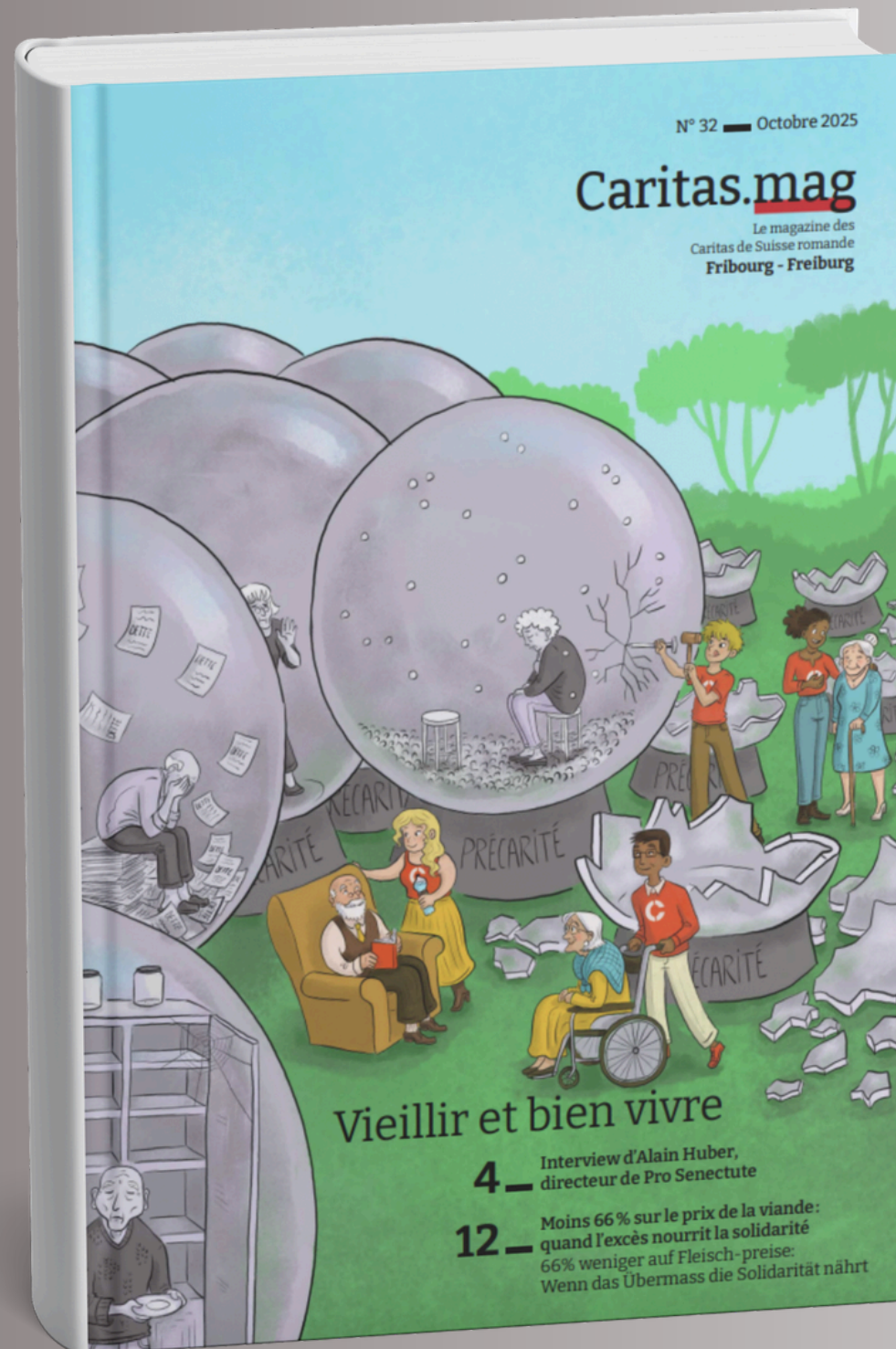
[Download the full reports here](#)

Caritas Magazine

Caritas Project



April 24



October 24

April 25

Oversaw the semiannual production of **Caritas magazine (2024–2025)**, developing articles (French/German) and contributing to graphic design in close collaboration with Editor Corinne Jaquiéry.

[Download the full magazines here](#)

Social Media Caritas Project



PROFITIEREN SIE VON EXKLUSIVEN

CarteCulture KulturLegi
Gömmungen du Canton de Fribourg
Gemeinden des Kantons Freiburg

FÉLICITATIONS !

Vous avez gagné

UNE CARTE de notre partenaire,



Jeu-concours
HotelCard - Promotion de Noël

Un million d'étoiles : 13 décembre 2025

Chaque bougie allumée symbolise un espoir pour ceux qui luttent contre la précarité.



Faites un don et illuminez la vie des personnes en difficulté !

Scannez pour faire un don



CARITAS Fribourg Freiburg
caritas-fr.ch

7e édition: vendredi 29 et samedi 30 novembre 2024!



L'argent collecté sera destiné à aider des personnes en situation de précarité en Suisse. Il leur permettra de bénéficier de programmes de formation et d'insertion professionnelle

Le social est votre super-pouvoir?



CARITAS Fribourg Freiburg

Management of Paid Social Media Campaigns and Development of Posts and Visual Content (2023-2025).

@CaritasFribourg



Social Media

Caritas Project

38 FIFF FESTIVAL INTERNATIONAL DU FILM DE FRIBOURG
15 - 24.03.2024



Participez à
NOTRE TIRAGE AU SORT
et gagnez un
TICKET
pour assister au FIFF

CarteCulture KulturLegi
Communes du canton de Fribourg
Gemeinden des Kantons Freiburg

Gagnez 1
PASSEPORT MUSÉES
et explorez gratuitement
PLUS DE 500 TRÉSORS CULTURELS SUISSES pendant toute une année



CarteCulture KulturLegi
Communes du canton de Fribourg
Gemeinden des Kantons Freiburg

DERNIER APPEL !
Gagnez **1 TICKET**
et assistez au **38 FIFF** FESTIVAL INTERNATIONAL DU FILM DE FRIBOURG
15 - 24.03.2024



Participez !

CarteCulture KulturLegi
Communes du canton de Fribourg
Gemeinden des Kantons Freiburg

Rejoignez-nous en tant que bénévole



www.caritas-fr.ch @Caritasfribourg

CARITAS Fribourg Freiburg

HERZLICHEN GLÜCKWUNSCH!

Sie haben
1 TICKET FÜR DIE SHOW GEWONNEN :



DASZELT YOUNG ARTISTS
MIT LUCA HÄNNI & CHIARA CASTELLI

Sonntag 16.06.2024, 18:00 Uhr

CarteCulture KulturLegi
Communes du canton de Fribourg
Gemeinden des Kantons Freiburg

Jeden Montag- und Dienstagnachmittag
Gewinnen Sie
1 Museumspass
mit
CARITAS Markt
und der



CarteCulture KulturLegi
Communes du canton de Fribourg
Gemeinden des Kantons Freiburg

Management of Paid Social Media Campaigns and Development of Posts and Visual Content.

@CaritasFribourg



Newsletters

Caritas Project



CarteCulture 2025



Fall 2025



Passeport Musées 2026

Newsletter creation (graphic concept, copywriting in French and German).

Video Development and Production Caritas Project



Engaging video
inviting
CarteCulture
beneficiaries to the
**2025 Fribourg
Film Festival
(FIFF).**

[Watch the Video](#)

CONTACT



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barretblau.com



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