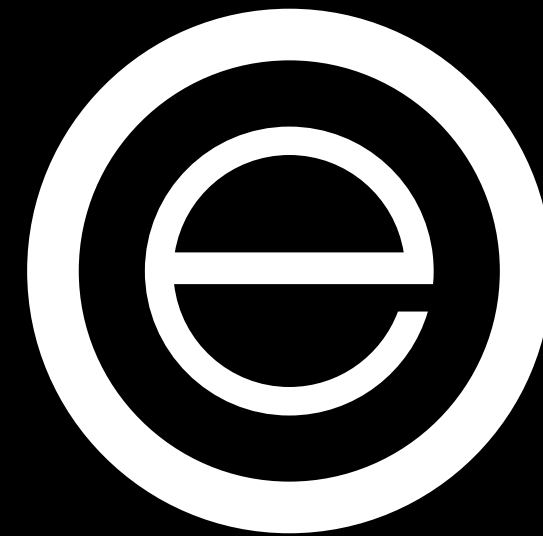




ELENA ORDOÑEZ
MARKETING & DESIGN

Creative

PORTFOLIO

ABOUT ME

Elena Ordóñez

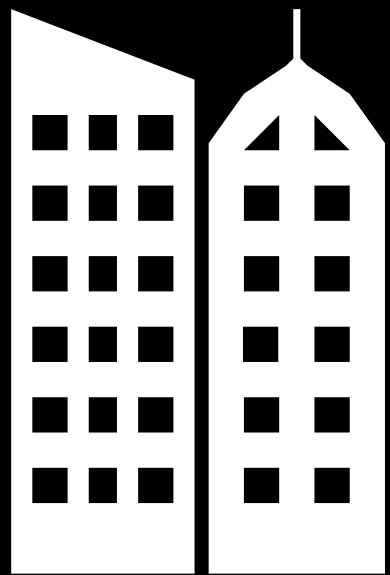
Currently leading Communications, Marketing, and the CarteCulture Project at Caritas Fribourg (Switzerland), I design and execute multi-channel strategies in French and German, manage social media growth, and oversee graphic design, events, and visual content. I also build strategic partnerships to strengthen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



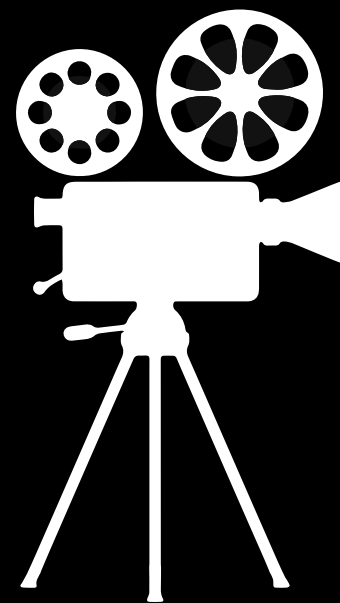
CREATIVE SERVICES



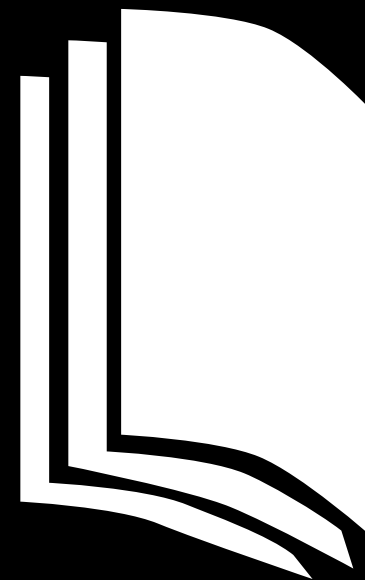
Corporate
Identity



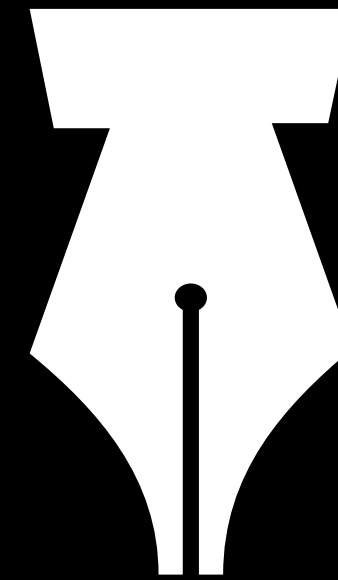
Logo
Design



Video
Editing &
Motion
Graphics



Graphic &
Content
Design for
Magazines



Multilingual
copywriting
(Spanish,
English,
French,
German)



Event Design &
Concept
Development

Other Projects

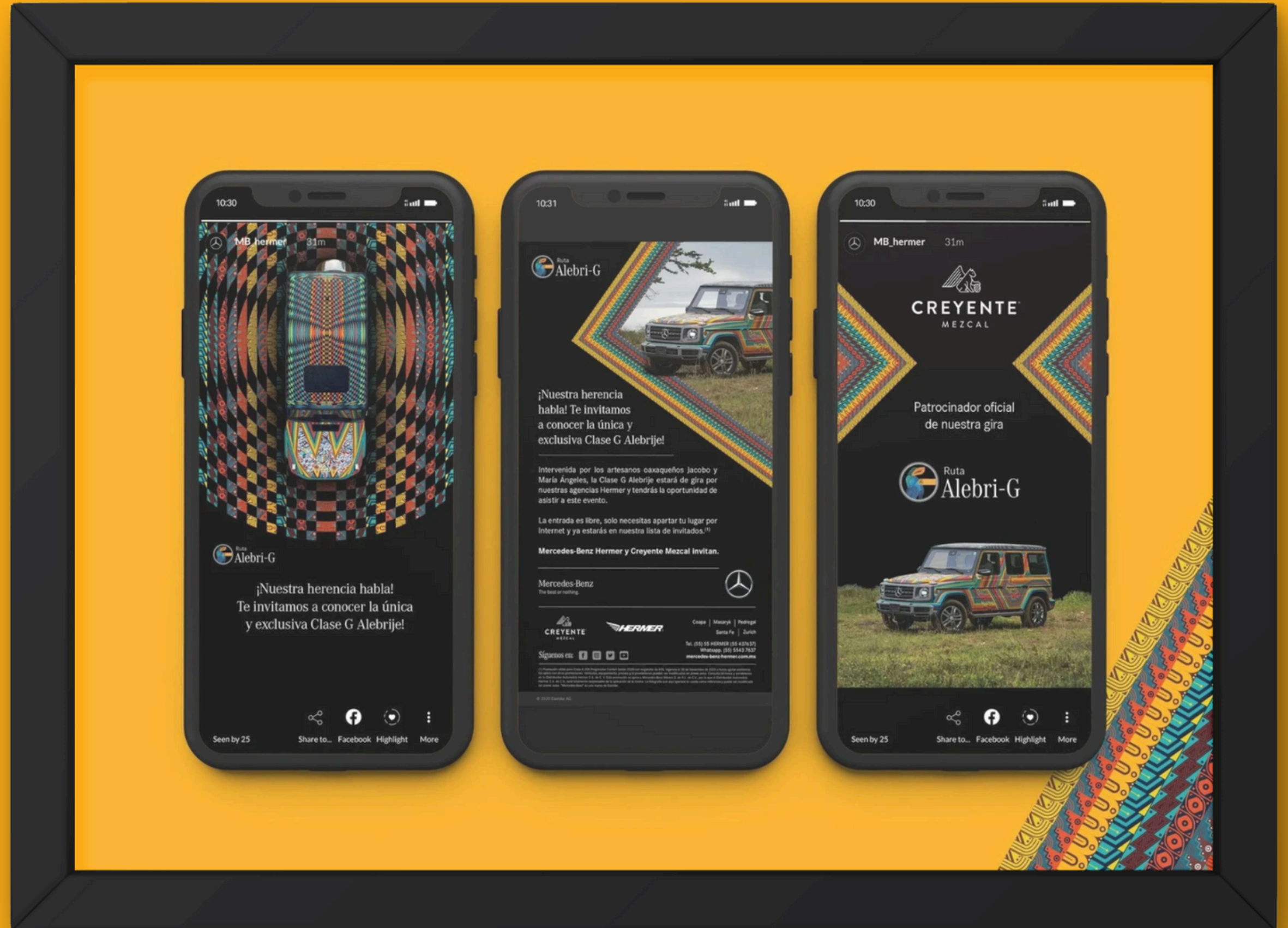
Hermer

Mercedes-Benz dealer (Mexico City)

Hermer is a Mercedes-Benz dealer in Mexico City that had the honor of presenting an exclusive G-Class edition customized by **Mexican artisans** across its agencies.

I was **responsible for the creative concept and design of all promotional materials**, including email campaigns, social media content (banners, images, videos, and infographics), and branded merchandise.

The visual approach was inspired by traditional craftsmanship, blending artisanal detail with the premium identity of Mercedes-Benz.



Hermer Mercedes-Benz dealer



Ruta Alebri-G

¡Nuestra herencia habla!

Conoce las fechas para la gira de la exclusiva Clase G Alebrije.

Coapa	Domingo 22 de noviembre
Pedregal	Lunes 23 y martes 24 de noviembre
Santa Fe	Miércoles 25 y jueves 26 de noviembre
Masaryk	Viernes 27, sábado 28 y domingo 29 de noviembre
Zurich	Lunes 30 de noviembre



HERMER #AlebriGenHermer Regístrate aquí. Cupo limitado.



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Mercedes-Benz
The best or nothing.



HERMER #AlebriGenHermer Regístrate aquí. Cupo limitado.



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Hermer Mercedes-Benz dealer

01



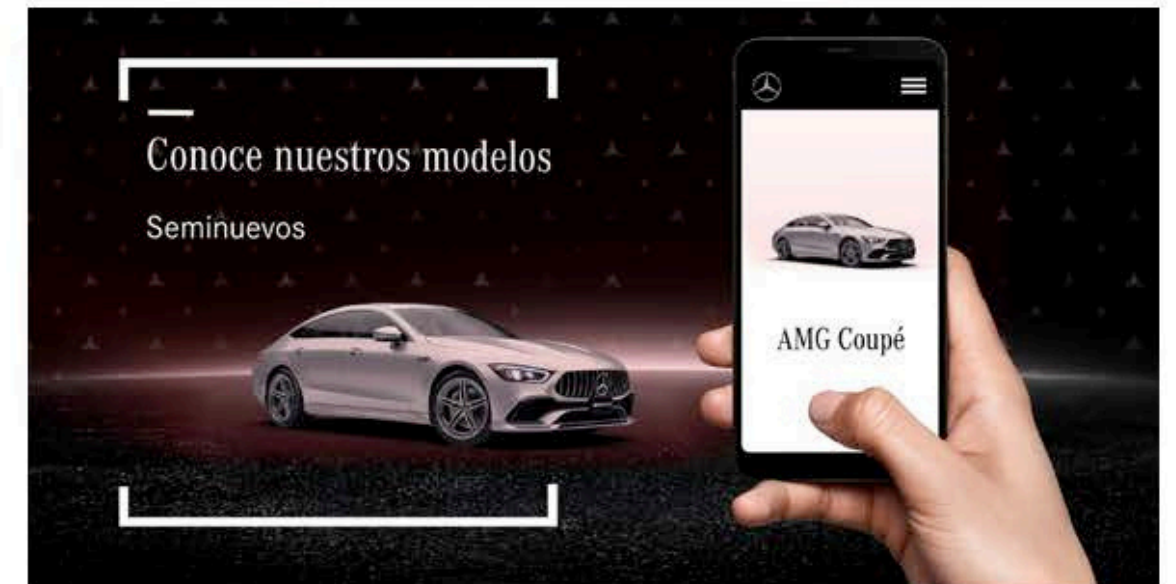
—
Todo el poder en la
palma de tu mano

02



—
Conoce nuestros modelos
Vehículos Nuevos

03



—
Conoce nuestros modelos
Seminuevos

04



—
Adquiere
Mercedes-Benz Collection

Moda y belleza
Deportes y juguetes
LifeStyle

05



—
Vive una experiencia única en un solo lugar

06



Creation of a promotional video for the **new e-commerce platform, Hermer Shop**, using a combination of motion graphics techniques, animated typography, and 3D environments with dynamic camera movements.

Learn more at: mercedes-benz-hermer.com.mx

Tu Deseo (Mexico City)

Tu Deseo is a Mexican ice cream brand offering authentic Michoacán-style recipes elevated with a refined, gourmet approach. The brand's identity draws inspiration from traditional craftsmanship, celebrating artisanal processes, texture, and cultural heritage.

I led the full development of the corporate identity, including brand strategy and visual direction. This encompassed the design of the logotype, menus, signage, banners, iconography, flyers, social media content, business cards, packaging (cups), and additional branded assets, ensuring a cohesive and recognizable brand experience across all touchpoints.



Tu Deseo



Tu Deseo
Artesanal & Gourmet



2x1

Todos los martes en
helados sabor tradicional.*

*Aplican restricciones.

Productos libres de azúcar,
100% natural, sin conservadores.

"El helado perfecto no exis..."



Tu Deseo
Artesanal & Gourmet



Tu Deseo
Artesanal & Gourmet

Matteadas

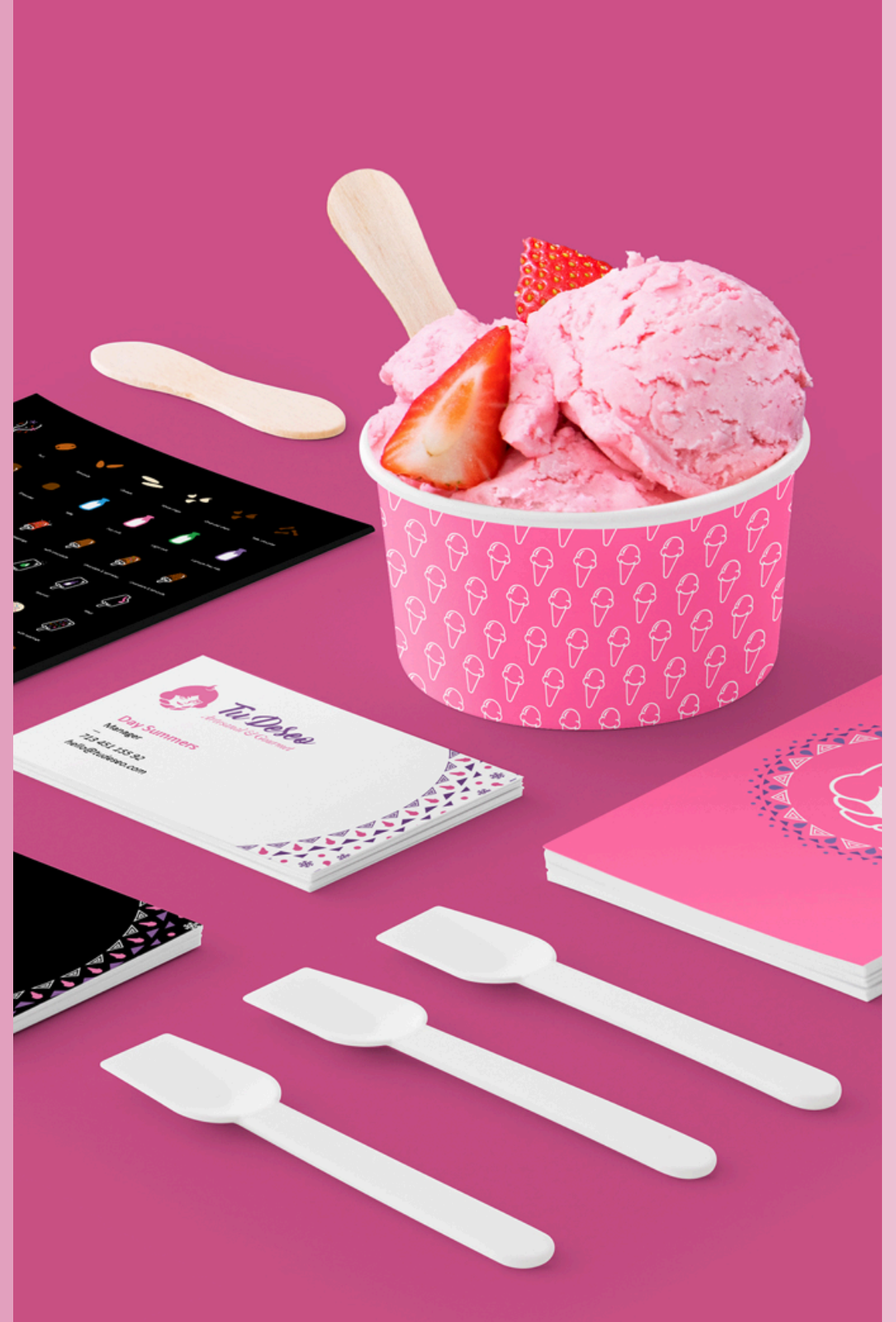


A precio especial*
todos los viernes.

*Aplican restricciones.

Productos libres de azúcar,
100% natural, sin conservadores.

Tu Deseo



Tu Deseo

Purepecha

Native from Michoacan Mexico. Reflects the tradition from *handcrafted* (artesanal) culture.



Tu Deseo

Is the combination of this two aspects: *artesanal* (handcrafted) and *gourmet*.

Ice-cream

Gourmet style, our personal brand.



Video Development and Production Iza Business Centers



Production, Content,
and Creative Direction
for the “**20 Years in Iza
Business Centers**”
Video.

[Watch the Video](#)

CONTACT



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ELENA ORDOÑEZ
MARKETING & DESIGN
