



GABRIELA ORTIZ

Turning brands into memorable experiences through design, strategy, and content — across B2B, B2C, and D2C markets.

ABOUT ME

Designer with 7+ years of experience in branding, web design and digital marketing across different industries. I bring strategy and care into every project, from how a brand looks to how it communicates and connects with people. Hard worker, always learning, and genuinely passionate about design that means something.

SKILLS

AI Tools

Claude, ChatGPT and other LLM tools for design, content and workflows.

Design

Figma, Illustrator, Photoshop, Canva and WordPress, Wix.

Video & Content

Video editing and content production for digital platforms (Premiere Pro, CapCut)

Social Media & Copywriting

Content strategy, copywriting and community management.

Marketing

Meta Business Suite for campaigns and paid media, Hubspot, mailchimp and Brevo for email marketing campaigns.

LANGUAGES

English: C1 Excellent

Spanish: Native

CONTACT INFO

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 [LinkedIn](#)

 **Portfolio:**
gabrielaortizvergara.com

EDUCATION

High School

Colegio San Francisco de Asis | 2018

Berlitz

English Course | 2019

Copywriter

Neetwork Business School | 2021

Development of a Digital Media Plan

Domestika | 2021

Social Media Expert

Next U | 2021

Logo and Brand designer

Domestika | 2023

Branding and Identity

Saffron | 2026

WORK EXPERIENCE

Freelancer

Web Designer | Brand designer | Content Creator

June 2019 - Present Day

With freelance experience spanning multiple industries, I have partnered with marketing agencies, CEOs, and founders to deliver full-scale branding, web design, and content strategies across B2B, B2C, and D2C brands — including travel, architecture, fashion, wellness, food and beverage, automotive, and more.

My content strategies have delivered measurable results, with clients seeing up to 100% growth in organic page views within 3 months of implementation. On the brand design side, I craft identities that go beyond aesthetics — building visual systems where every choice, from typography to color, is intentional and rooted in the brand's core values.

WorkBetterNow

Senior Content Creator

October 2022 - Present Day

As a Senior Content Creator, I have led high-impact initiatives across the organization, including a full redesign of the company's brand guidelines and website, and end-to-end social media management for Instagram, Facebook, TikTok, and LinkedIn. I developed tailored content strategies for both B2B and B2C audiences, growing the Instagram channel from 2,000 to 17,000 followers and producing video content that reached 52K and 696K views — driving a consistent stream of organic job applications the company had not seen before my arrival.