María Roxana Mendriel Pérez

Creative Designer | Brand & Video

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PROFESSIONAL SUMMARY

Creative designer with 5+ years in brand identity and short-form video, including health and wellness brands. I build brand systems and guidelines, script, film and edit vertical video for Reels and TikTok, and design social and paid campaign creatives that drive conversations and leads. I use AI tools daily to explore concepts, draft scripts and copy, and speed up production, always with brand consistency first. Bilingual (Spanish native, English B2), working remotely with LatAm audiences.

WORK EXPERIENCE

Creative Designer (Brand & Video)
Freelance | *2020 – present*

- **Briskness (physiotherapy):** brand identity, visual system and ad creatives for paid social campaigns (Meta Ads) to attract new patients.
- **Adventure Peru Tours:** visual identity and brand guidelines (logo, color, typography, applications); scripted and directed short-form video series for each funnel stage.
- **United Soccer:** weekly content planning; production and editing of promo videos, interviews and ad assets for paid and organic social.
- **Angélica García Bridal Couture & Turismo Aventureros:** brand-aligned content strategy; concept, filming and editing of short-form videos for Instagram and TikTok.
- **JM Deco, Antu & Crist.Style:** brand identity, logos, catalogs and product photography for handcraft, jewelry and beauty brands.

Bilingual Telemarketing Agent
Nexlinx | *2013 – 2015*

- Lead management and phone sales in English.

English Teacher
Secondary education | *10 years*

- Classroom leadership and theatre projects in English.

PROJECTS

Bilingual portfolio website: concept, design and build of portafolio.byroxanamendriel.com with AI tools (ChatGPT, Codex, Claude): motion, vertical video gallery and case studies.

Segundas vidas: documentary photo essay and video: concept, black-and-white photography with selective color, editing. Universidad Científica del Sur.

SKILLS

Branding: Brand identity, brand guidelines, visual systems, typography and composition, editorial and catalog design

Short-form video: Reels, TikTok and Shorts; scripting, hooks, filming, editing, captions, motion graphics, storytelling

Campaign creative: Paid social ad creatives (Meta Ads), funnel content (TOFU/MOFU/BOFU), copy, format adaptation per platform, performance-minded design

AI-assisted workflow: Concept exploration, moodboards, script and copy drafts, faster editing and adaptations, with human review for brand consistency

Tools: Adobe Creative Suite (Photoshop, Lightroom, After Effects), Figma, CapCut, DaVinci Resolve, Final Cut Pro, Canva; AI tools: ChatGPT, Claude, Higgsfield (AI image and video)

EDUCATION

Advertising & Communications (in progress) | Universidad Científica del Sur
Digital Trafficker Specialization | UCAL | 2026
English Translation & Interpretation | ICPNA | 2010 – 2013
Sales Promoter | IFB CERTUS | 2011 – 2012

LANGUAGES

Spanish: native | English: upper-intermediate (B2) | Chinese: basic