María Roxana *Mendriel Pérez*

CREATIVE DESIGNER · BRAND & VIDEO

CONTACT

Lima, Peru · Remote-ready

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PORTFOLIO
portafolio.byroxanamendriel.com

SKILLS & TOOLS

Brand & design
Brand identity · Brand guidelines · Visual identity systems · Catalog & editorial design · Typography & composition

Video & content
Short-form video (Reels, TikTok) · Scripting · Filming · Editing · Social content planning · Storytelling

Photography
Product photography · Fashion & event coverage

Paid & growth
Meta Ads · Google Ads · Segmentation · Campaign planning · Metrics & optimization

Tools
Adobe Creative Suite (Photoshop) · DaVinci Resolve · Final Cut Pro · CapCut · Canva · AI tools

EDUCATION

Universidad Científica del Sur
Advertising & Communications · In progress

UCAL
Digital Trafficker Specialization · Completed 2026

ICPNA
English Translation & Interpretation studies · 2010–2013

IFB CERTUS
Sales Promoter · 2011–2012

LANGUAGES

Spanish (native) · English (upper-intermediate) · Basic Chinese

Profile

Creative designer with 5+ years in brand identity (since 2020) and short-form video. I build visual identities and brand guidelines, plan and script social content, and film and edit vertical video for brands in tourism, fashion, sports, handcrafts and wellness. Trained in Advertising & Communications and Digital Trafficking, I design with campaign performance in mind and use AI tools to explore ideas and speed up production.

Selected experience

Angélica García Bridal Couture
CORPORATE COMMUNICATIONS & CONTENT

- Planned social content aligned with the brand's identity, value proposition and bridal positioning.
- Concepted, filmed and edited short-form videos showcasing gowns and real weddings, plus event coverage and storytelling.

Adventure Peru Tours
BRAND IDENTITY & CREATIVE DIRECTION

- Designed the visual identity and full brand guidelines: logo, color, typography and applications.
- Wrote and directed a five-part 30-second video script series built to drive booking conversations.

United Soccer
DIGITAL COMMUNICATION & ADVERTISING CONTENT

- Planned weekly content (14 stories and a hero Reel) and produced and edited promo videos and ad pieces for campaigns.

Turismo Aventureros
DIGITAL CONTENT & MARKETING

- Planned and produced TikTok and Instagram content; edited short-form videos to promote tour packages.

JM Deco · Javier Mendriel Handcrafts
MARKETING & VISUAL CONTENT

- Designed three product catalogs and shot the product photography and brand assets.

Freelance · Briskness, Antu, Crist.Style · 2020 – present
BRAND IDENTITY & PRODUCT PHOTOGRAPHY

- Identities, logos and product photography for physiotherapy, jewelry and beauty brands; my first brand project was Briskness in 2020.

Earlier experience

English Teacher · Secondary school — 10 years
Led classrooms and presented ideas clearly to diverse audiences; directed theatre projects in English.

Nexlinx · Bilingual Telemarketing Agent — 2013–2015
Managed leads and client calls in English; exceeded the annual sales quota by 50%.