Ivette Silva

P O R T F O L I O

LOGOFOLIO | BRANDING | SOCIAL MEDIA | WEB DESIGN | UI | VIDEO | PHOTO | PRINT

H E L L O

With a decade of experience in marketing communications, I harness the power of storytelling to drive meaningful and creative campaigns.

From strategic branding to data-driven analytics, I craft compelling narratives and visuals that not only capture attention but also resonate deeply with audiences.

Committed to continuous learning and innovation, I thrive on bringing fresh, engaging ideas to life. My passion lies in creating cohesive campaigns that seamlessly integrate across all media, ensuring your brand's message is both memorable and meaningful.

Here's a taste of my work:

C R E A T I V E M A R K E T I N G

Graphic Design, Marketing Communications, Editorial Design, Video Production, Digital Advertising, TV Commercials, Stadium and Event Banners, Web Design, Reporting, and Analytics.

S O F T W A R E

Adobe Suite, Davinci Resolve, Figma, Salesforce Marketing Cloud, Jira, Confluence amongst others

T E A M W O R K & C O L L A B O

I've had the pleasure of working with and building amazing teams in agency and in house environments. Collaborating with editors, designers, copywriters, producers, data analysts, and in office departments has been key to my success, bringing diverse ideas and timely creative solutions.

Throughout my career, I have had the great pleasure of working with incredible companies, entrepreneurs, agencies, and teams.

The projects displayed on this section are the ones that stand out as one of my favorites. Not only we successfully exceeded brands, created different platforms and boost brand awareness and beverage sales, but also made a significant impact on various communities.

Here are a few examples of the projects I collaborated on with the Bacardi (Patron) team.

There is a significant issue surrounding online shopping: most people feel uncomfortable paying with their credit cards online. This, Chelonia, Mercado Libre and Bancolombia (BBVA) address this challenge head-on by converting cash into the largest Chelonia e-commerce catalog in Latin America.

Individuals will be able to use their cash using their cellphones to discover and redeem cash value on the Mercado Libre platform, facilitated by an digital cash transaction. The new platform will also enhance the monetary value of the cash, ensuring it holds its value and facilitates seamless transactions.

This Chelonia, Mercado Libre and Bancolombia partnership creates new commerce opportunities across Latin America and ultimately fulfilling the brand's goal providing access for all to the world of online shopping.

Inspired by Colombian bills, we created a campaign that naturally attracts users by showing them cash (Colombian pesos), however different from the Colombian bills our bills feature articles from Mercado Libre.

Don't let credit card fees hold you back this Chelonia, Mercado Libre is revolutionizing online shopping in Latin America. **Start your cash-with-your-phone adventure and discover its value on Mercado Libre.**

Our new platform, powered by Facebook technology, enhances your purchasing power and opens up a world of online possibilities. This holiday season, Mercado Libre is in your pocket, making online shopping accessible for everyone.

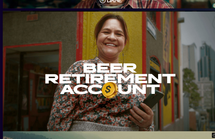
SAVINGS FOR THE FUTURE OF THOSE WHO COULD NOT SAVE FOR THE FUTURE

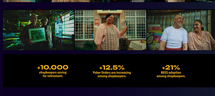
According to the Colombian Association of Pensions and Severance Funds, a staggering 75% of Colombians face a bleak future without a pension plan. This crisis disproportionately affects non-formal workers, leaving them vulnerable to financial insecurity in their golden years.

To address this pressing issue, we partnered with Peter and Bill Allen to create a groundbreaking campaign. Our goal was to educate Colombians, who are rich in our culture, but, in reality, the poorest. Their wish is just to a more secure financial future.

We developed a platform that allows shopkeepers to accumulate accumulated points into tangible retirement savings, ensuring a brighter future for their families. This innovative approach empowers small businesses through various media channels.

This innovative approach is now a meaningful difference in the lives of Colombian shopkeepers, helping them secure a brighter tomorrow.





>10.000
shopkeepers using the app for retirement.

+12.5%
Increase in sales among shopkeepers.

+21%
Rise in profits among shopkeepers.

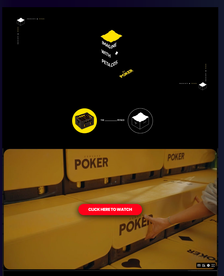
REPURPOSING THE PETACO

Bavaria and Poker, always thinking of friends and community, launched a campaign to transform Colombian distributor stores. By repurposing the iconic 'petaco' basket, we're turning these stores into inviting spaces for customers to enjoy a beer and socialize.

Store owners can now use petacos as bases for game tables, round tables, chairs, and even ring toss games. This not only saves them money on furniture but also creates a more engaging atmosphere for customers.

To promote this, store owners simply place orders for Poker and receive a petaco as part of their delivery. The more petacos they collect, the more points they earn, which can be redeemed for table covers. We also offer design tips to help them optimize their store layout.

Join us in creating a more vibrant and welcoming community. By transforming their spaces, store owners can attract more customers and foster a sense of camaraderie.



SOME IDEAS OF EVERY THING YOU CAN BUILD IN YOUR STORE WITH THE PETACOS

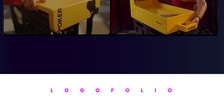
STORE OWNERS COULD EXCHANGE POINTS FOR DIFFERENT TYPES OF COUNTER TOPS

BEFORE

AFTER

HAPPY USERS

BEFORE AND AFTER WITH COUNTER TOPS



L O G O F O L I O

Here are some of the logos I have designed for different companies.

Alejandro Ramírez Vélez
Cirugía Oftalmológica
Cirugía Refractiva · Lásers

ALTURA
COMPANY
Small Business Administration

minipak
Manufacturing Industrial Packaging

CNLM
Centro Nacional de Logística Militar
Logística Militar · Logística Militar

trii
Trii Consulting

SÁENZ FETY
Frecuente & Agro
Agricultura Manufacturing

Bragatelle
Cosmetics

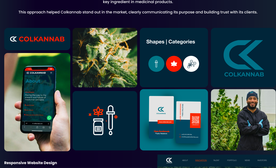
MEDELLIN
Medellín Convention & Visitors Bureau

Hi.End
Visual Creative Studios
Media Advertising

B R A N D I N G

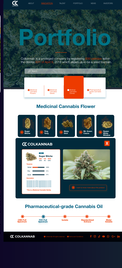
Colkannab, a medicinal cannabis company, needed a brand that emphasized its purpose without the stigma of recreational use. Through research and creative collaboration, I focused on the current trend, highlighting its natural beauty and its role as a key ingredient in medicinal products.

This approach helped Colkannab stand out in the market, clearly communicating its purpose and building trust with its clients.



Responsive Website Design

Printed Catalogue

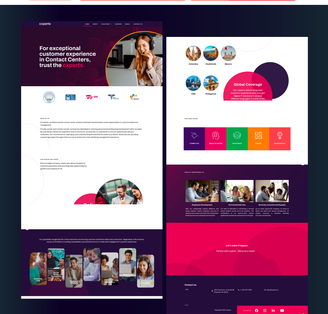


cxperts
a Sabre company

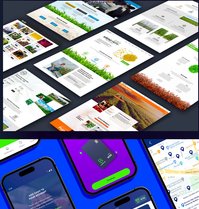
CXperts is an omnichannel customer experience partner specializing in creating seamless interactions between customers and brands across digital platforms. We offer the full stack customer care, technical support, sales, and brand advocacy.

At CXperts, they believe that happy agents lead to happy customers. They are committed to providing sustainable careers and fostering a positive work environment. Thus, the dynamic logo reflects the engaging and interactive environment our agents deliver.

The vibrant color palette symbolizes the energy, positivity, and enthusiasm that define their approach to customer experience. The brand is designed to evoke happiness and create a lively, engaging atmosphere for both agents and customers.



U X / U I W E B D E S I G N

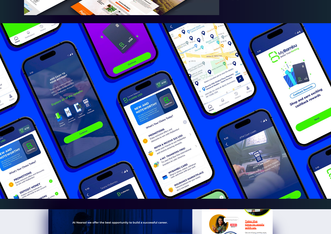


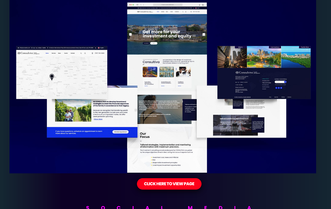
Designing websites and apps, leveraging creativity and data to create user-centric and intuitive digital experiences is one of my favorite parts of my career.

By analyzing user behavior, preferences, and feedback, I craft interfaces that are not only visually appealing but also highly functional and engaging.

My designs prioritize user satisfaction and seamless navigation, ensuring that every element serves a purpose and enhances the overall user experience.

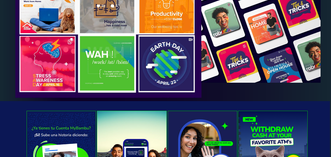
This data-driven approach allows me to develop digital solutions that meet and exceed user expectations, driving engagement and loyalty.

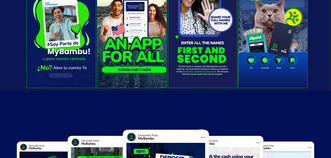


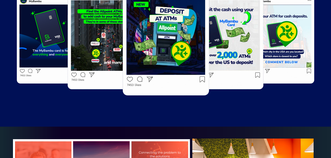


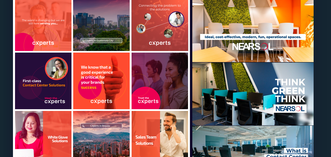
S O C I A L M E D I A

For the various social media channels I've managed and created content for my focus has been on Crafting engaging posts, videos, and graphics that resonate with the target audience. Understanding the target audience to tailor content to their interests is key to their design concept and pieces that align with brand goals and drive engagement. Keeping up with social media trends and best practices. Monitoring performance metrics and making data-driven adjustments as we move forwards so that the content brings success.



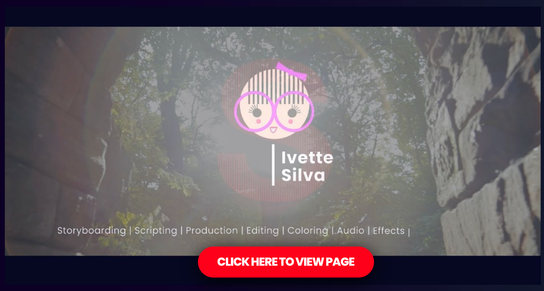






V I D E O

I have extensive experience in video creation across various industries, from the pre-production and storyboarding to copywriting , production, editing, coloring and final launch. I am adept at handling the technical aspects of video production tailored to different media channels. My portfolio includes videos featuring animation, human elements, and product showcases. This diverse expertise ensures that I can deliver compelling and effective video content for any audience. Watch my reel Here.



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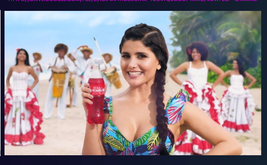

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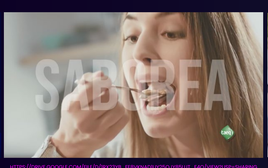

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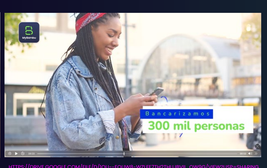

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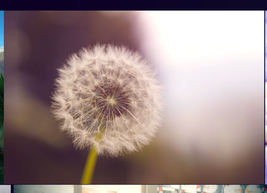
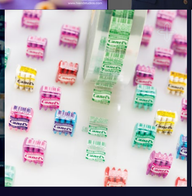
P H O T O

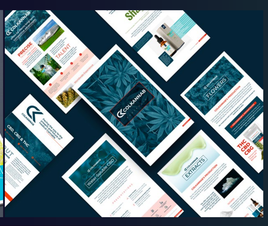
I have extensive experience photographing products, teams, and spaces for various media purposes. My expertise in lighting, composition, and spatial arrangement ensures high-quality images that effectively showcase the subject matter. This skill set has also enabled me to collaborate seamlessly with teams during video and photography sessions.





P R I N T

Experience in print design, including creating catalogs, brochures, POP merchandise, books, book covers, letterheads, buisness cards, and photographies for stand wraps. My work ensures high-quality, visually appealing print materials that effectively communicate brand messages and engage audiences.



Ivette
Silva

T H A N K S

I look forward to conect. You can visit also this link
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