

Vanessa Escobar

Brand Designer & Strategist |
Visual Identity Systems

Portfolio: <https://www.nessialab.com/en>

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Medellín, Colombia (Open to Remote / Relocation)

Summary

Brand Designer with 3+ years building visual identity systems for entertainment, wellness, and lifestyle brands across LATAM.

Dual academic background in Graphic Design and Marketing, complemented by a Master's in Digital Marketing & Customer Experience. Proven record leading rebranding projects (6+ delivered), driving organic social growth (+500% reach), and translating brand strategy into cohesive visual and verbal systems across digital and physical touchpoints.

Work Experience

Brand Designer & Creative Manager

Basarili RD · Remote · Jan 2026 – Present

- Led end-to-end rebranding for 3 brands, delivering complete visual identity systems including logo suites, typography, color palette, iconography, and brand guidelines.
- Translated brand strategy into scalable design systems applied consistently across digital, social, and print touchpoints, ensuring coherent brand expression at every stage.
- Partnered with founders and stakeholders to align brand evolution with business goals, positioning, and target-audience insights.

Freelance Brand Designer & Social Media Strategist

Self-Employed · Remote · 2024 – Present

- Delivered 3 full rebranding projects for independent clients, covering brand strategy, visual identity, and implementation-ready guideline documents.
- Managed organic social media strategy for 2 brand accounts, growing organic reach by +500% through content strategy, visual consistency, and audience targeting.
- Revitalized an underperforming Facebook page, achieving 100% organic growth in followers and visibility via optimized content calendars and on-brand creative direction.

Brand & Digital Marketing Intern

Nutreo · Medellín, Colombia · Jul 2025 – Jan 2026

- Designed email marketing campaigns and visual assets aligned with brand identity guidelines, contributing to consistent cross-channel customer experience.
- Conducted market research and competitor benchmarking to surface positioning opportunities, informing brand direction and messaging decisions.
- Managed and optimized the Shopify storefront, refining product presentation and purchasing flow to match the brand's look, feel, and tone.

Digital Marketing & Brand Support

Palmahía Entretenimiento · Medellín, Colombia · Jul 2022 – Nov 2024

- Designed and built the landing page for the concert "El Cantinazo de Palmahía 2024," supporting ticket sales and event promotion.
- Developed the full marketing plan and content calendars for multiple artists, including Dareska Music and Pasabordo.
- Produced visual assets for campaigns across Meta Business Suite and Google Ads, maintaining consistent brand identity across paid and organic channels.

Education

Master's in Digital Marketing & Customer Experience

EUDE Business School · 2025

B.A. in Marketing

EAFIT University · 2021 – 2026

B.A. in Graphic Design

Colegiatura Colombiana · 2021 – 2026

Skills

Design & Branding

Visual Identity Systems · Brand Strategy · Rebranding · Typography · Logo Design · Style Guides · Design Systems

Digital Marketing

Email Marketing · Content Strategy · Paid Media (Meta Ads, Google Ads) · Marketing Analytics · E-commerce (Shopify) · Customer Experience

Tools

Adobe Illustrator · Adobe InDesign · Adobe Photoshop · Figma · HubSpot · Shopify · Meta Business Suite · Google Ads · Microsoft Excel

Languages

Spanish - Native

English - C1

French - A2