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Daniel Orrego
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Creative/ Planner
/ Copywriter

For over 10 years, I've been helping brands, people, and companies grow by **truly understanding their objectives**, establishing realistic strategies, and creating attractive content that really works.

About.

06/2019 - Present

Creative Director

Yeah! Colombia (Remote)

Creative direction/planning of audiovisual projects for B2C and B2B clients across Latin America. Elaboration of creative proposals. Screenwriter.

12/2020 - Present

Freelance Copy & Strategy Consultant

Creative copywriting for social media campaigns and organic content on Meta, Google, and blogs for B2C clients in the U.S.

Content strategy and planning consultant.

02/2018 - 11/2020

Head of Content

SM Digital, Medellín Colombia

Head of Social Media & Content Department for major consumer brands in Latin America. Creative direction for annual and quarterly social media campaigns.

Education.

Brother, Escuela de Creativos.
Barcelona, Spain.
01/2021 - 06/2021

**Sister
Creativity +
Strategy**

Universidad de Medellín.
Medellín, Colombia.
11/2018

**Audiovisual
Communication**

Experience.



Awards.

Latin Grammy

Best Long Form Music Video.
El Primer Tour de mi Vida.
Yeah! + Camilo.
11/2023

#LatamDigital

Best Videomarketing Campaign.
Inversiones que Transforman.
Yeah! + Grupo Argos + BCW.
06/2023

Skills.

Creativity and conceptualization.
Brand strategy.
Content strategy.
Creative Direction.
Copywriting.
Scriptwriting.
Social media strategy.

Languages.

Español

Nativo

English

C1 _ Full Professional Proficiency

Français

Niveau Avancé

Contact.

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