

Daniel Orrego Roldán
Creative/ Planner/ Copywriter

Portfolio.

Creative Direction & Screenwriting



Plink - What now?

How to showcase the app features in a simplified yet powerful way? Here's the first video of a five-part campaign for business clients in Colombia.

[Watch video](#)



Acrobits - Cloud Softphone

We used humour to highlight what makes this platform stand out from the competition with an easy and straightforward message.

[Watch video](#)



Bancolombia - Cris

A booooooring video for a corporate event talking about technology trends for 2040? Nah, let's make a comedy short film to show them in action instead.

[Watch video](#)

Creative Direction & Screenwriting



Bancolombia - Snack Talks

Easy premise: company leaders sharing their stories while eating something. A powerful video podcast format for Bancolombia's corporate clients.

[Watch the series](#)



ConTreeBute - Mero

"I need to help my sales team show their corporate clients what this new platform does for them."
Let's make it simple and beautiful!

[Watch video](#)



Postobón - Circular Economy

Explaining the circular economy to people can be probably one of the most boring subjects to talk about. But... what if our teacher is someone who knows the business inside out?

[Watch video](#)

Highlighted Projects



Sunrise Project

How to help small businesses that had to close during the pandemic stay afloat? A beautiful project with lots of love and zero budget.

[Watch video](#)



Grupo Argos - Inversiones que Transforman

Let's take an influencer who has quit his corporate job to travel the world and make him a real shareholder of the company. What will he discover? A two-season series using the power of storytelling to build a solid corporate reputation.

[Watch video case](#)

[Watch the series](#)



Colombiamoda 2024

A powerful statement from Medellín's creative community, sharing what makes this city a unique place to dream. Inaugural video for Medellín Fashion Week.

[Watch video](#)

Social Media Strategy



Danny Morel

-“I need to grow my community as fast as possible.”

-No. You need to grow your community as engaged as possible. Let's switch from purely business-oriented content to a more person-oriented approach.

[Go to Instagram](#)



Cindy Stumpo

-“I want to stay relevant on social media.”

-Dear, you're already a diva! Let's take the trillions of GB of content you've got and design a killer distribution strategy.

[Go to Instagram](#)

Did you like what you just saw?

Let's talk about content!

danieleate@gmail.com