

ELENA ORDOÑEZ
MARKETING & DESIGN

Creative
PORTFOLIO

ABOUT ME

Elena Ondóñez

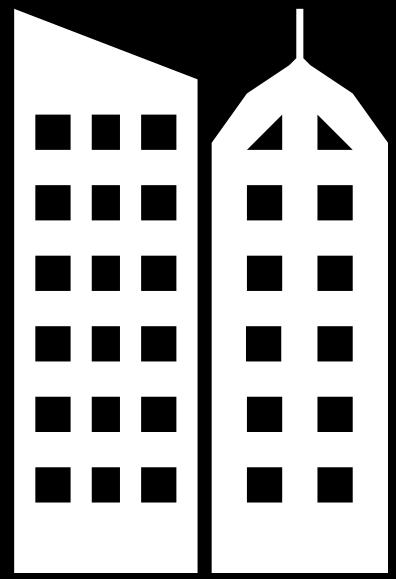
Currently leading Communications, Marketing, and the CarteCulture Project at Caritas Fribourg (Switzerland), I design and execute multi-channel strategies in French and German, manage social media growth, and oversee graphic design, events, and visual content. I also build strategic partnerships to strengthen visibility and social impact.

With over 14 years of experience in agile project management, digital marketing, and visual arts, I operate at the crossroads of creativity and performance.

I specialize in visual identity, Marketing 360 strategies, and data-driven decision-making to generate engagement and measurable impact. I am also the Founder of BarretBlau, an international creative and marketing agency delivering bold, innovative solutions beyond expectations.



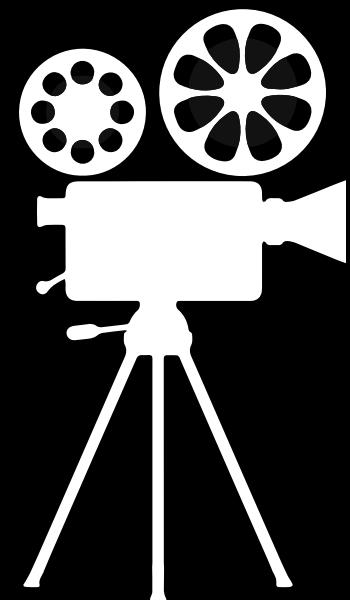
CREATIVE SERVICES



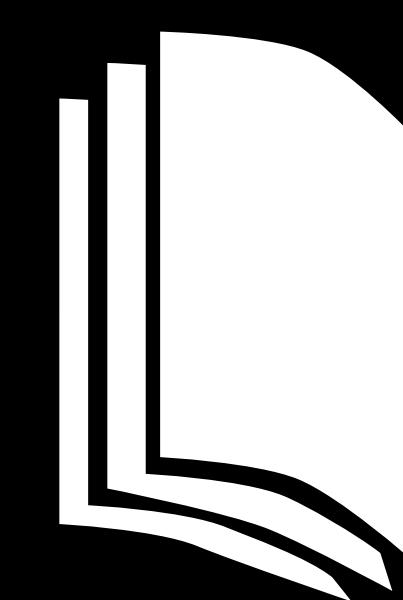
Corporate
Identity



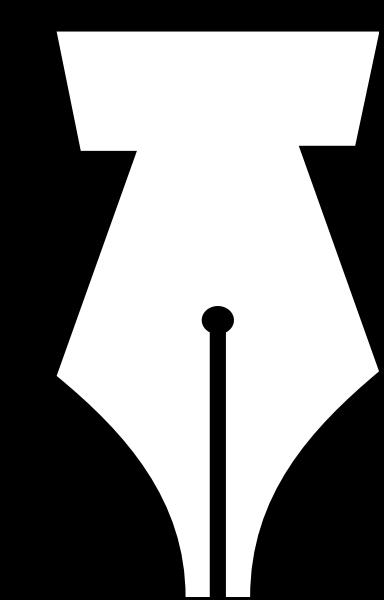
Logo
Design



Video
Editing &
Motion
Graphics



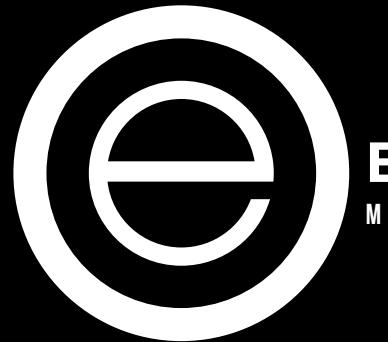
Graphic &
Content
Design for
Magazines



Multilingual
copywriting
(Spanish,
English,
French,
German)



Event Design &
Concept
Development



Caritas Fribourg

Annual Reports

Caritas Project (Fribourg, Switzerland)



Annual report 2023



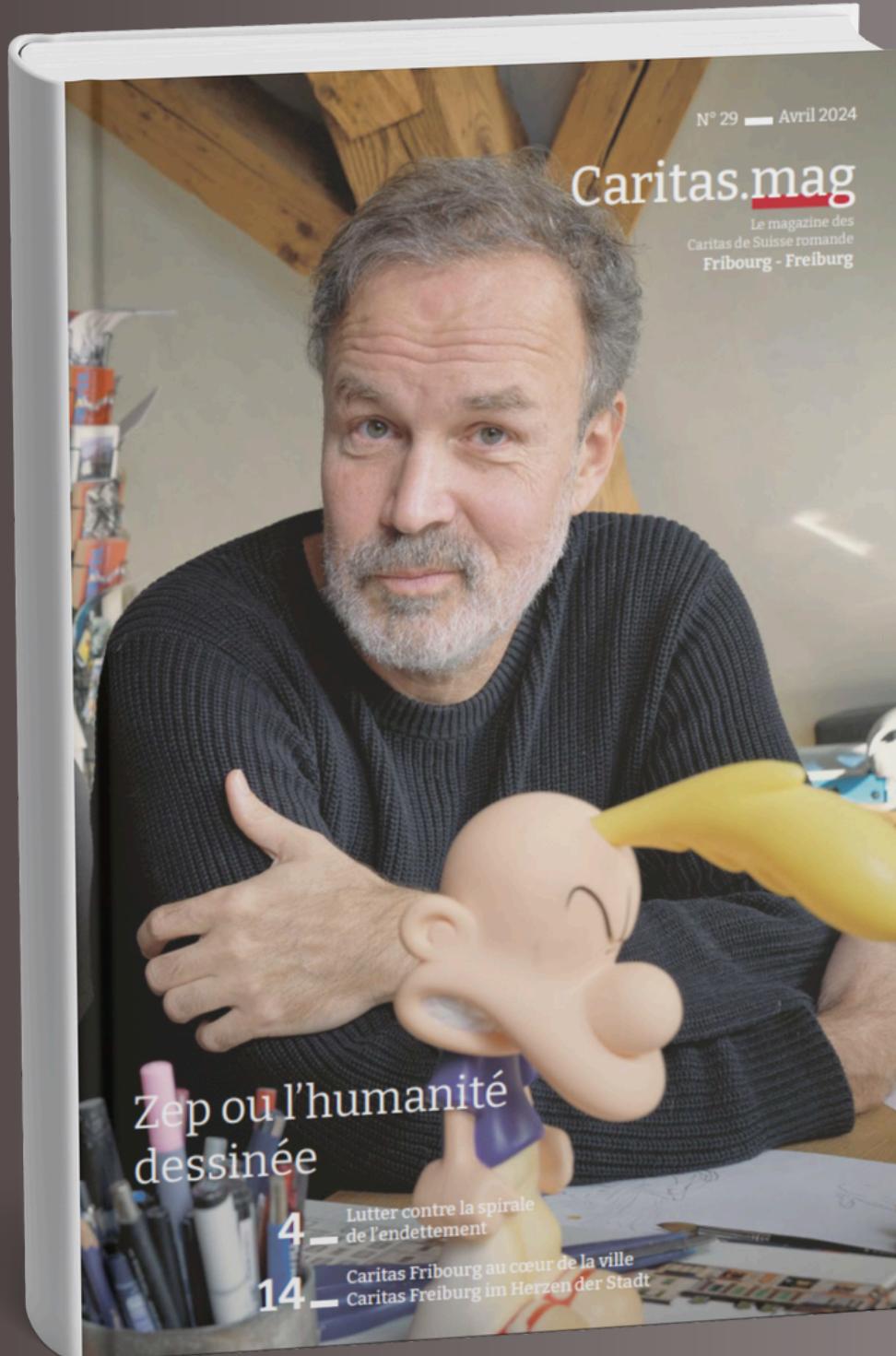
Annual report 2024

Creation, editing, and translation of articles, information, and images, as well as graphic design of the **2023–2024 reports.**

Download the full reports here

Caritas Magazine

Caritas Project

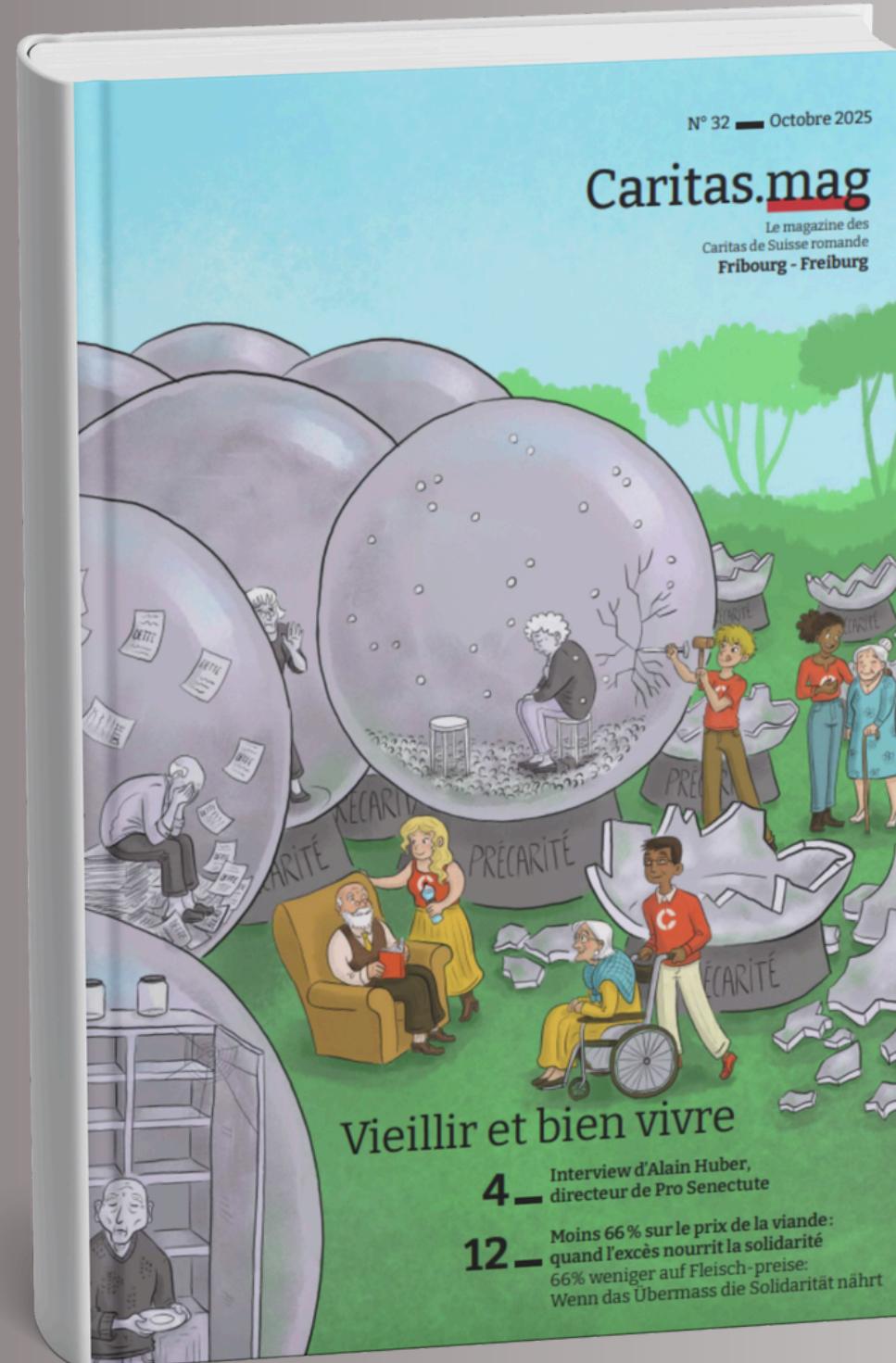


April 24

October 24

April 25

October 25



Oversaw the semiannual production of **Caritas magazine (2024–2025)**, developing articles (French/German) and contributing to graphic design in close collaboration with Editor Corinne Jaquiéry.

[Download the full magazines here](#)

Social Media

Caritas Project

PROFITIEREN SIE VON EXKLUSIVEN

7e édition:
vendredi 29 et samedi 30 novembre 2024!

L'argent collecté sera destiné à aider des personnes en situation de précarité en Suisse. Il leur permettra de bénéficier de programmes de formation et d'insertion professionnelle.

FAIR Friday

CARITAS Fribourg Freiburg

FÉLICITATIONS !

Vous avez gagné
UNE CARTE
de notre partenaire,

Jeu-concours
HotelCard - Promotion de Noël

Un million d'étoiles :
13 décembre 2025

Chaque bougie allumée symbolise un espoir pour ceux qui luttent contre la précarité.

Scannez pour faire un don

Faites un don et illuminiez la vie des personnes en difficulté !

CARITAS Fribourg Freiburg

caritas-fr.ch

Management of Paid Social Media Campaigns and Development of Posts and Visual Content (2023-2025).

@CaritasFribourg



Social Media

Caritas Project

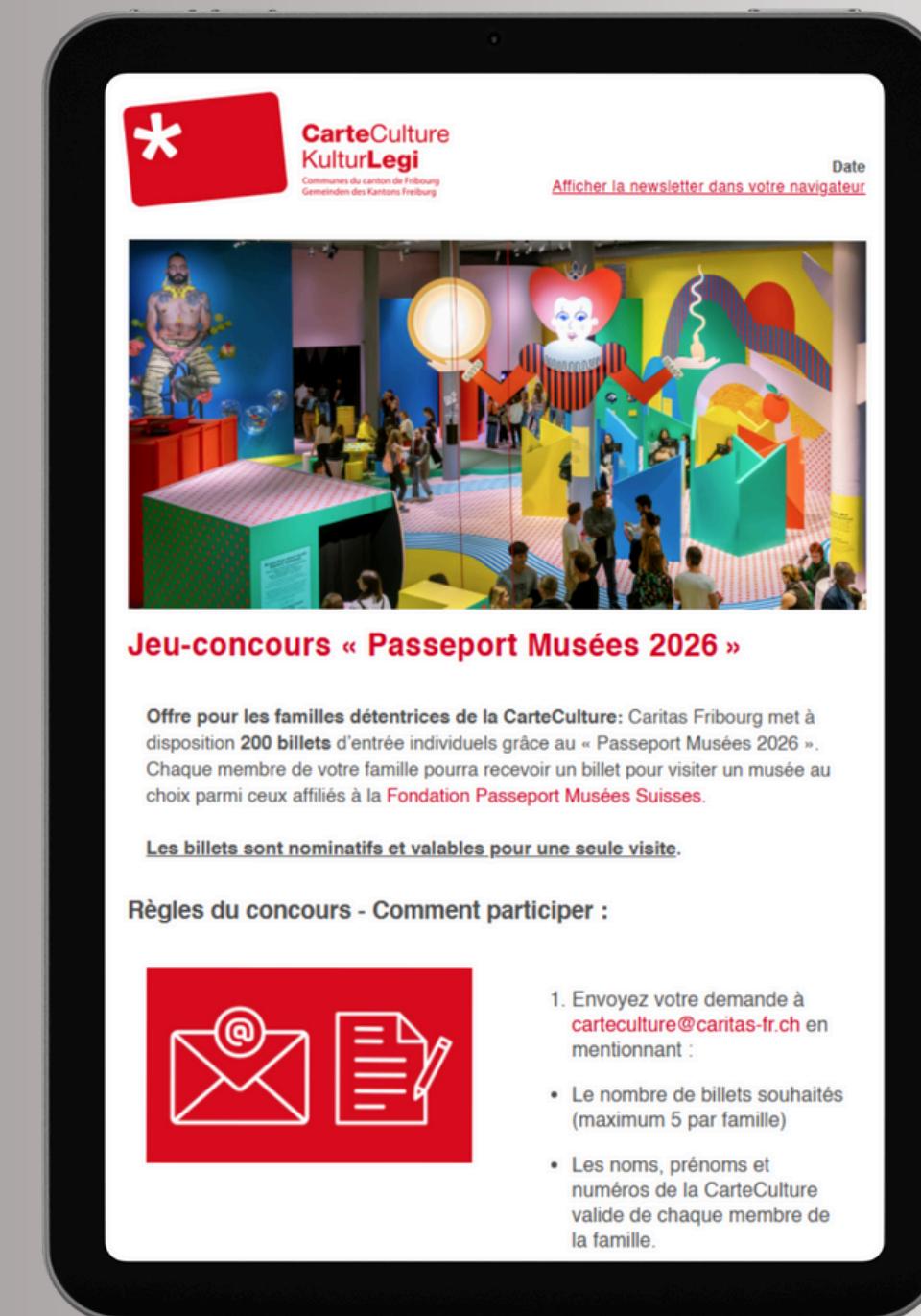


Management of
Paid Social Media
Campaigns and
Development of
Posts and Visual
Content.

@CaritasFribourg



Newsletters Caritas Project



CarteCulture 2025

Fall 2025

Passeport Musées 2026

Newsletter creation (graphic concept, copywriting in French and German).

Video Development and Production

Caritas Project



Engaging video
inviting
CarteCulture
beneficiaries to the
**2025 Fribourg
Film Festival
(FIFF).**

[Watch the Video](#)

CONTACT



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