



[LinkedIn Profile](#)
[Portfolio](#)

LANGUAGES

Spanish (Native)
English (Advanced, C1)
French (Basic, B1)

EXPERTISE

Brand Design
Brand Strategy & Development
Corporate Identity
Graphic Design
Storytelling
Business Model
Premium & Luxury Branding
Design Thinking

IT SKILLS

Adobe Creative Suite (Advanced)
Microsoft Office (Advanced)
Canva

INTERESTS



Constant exploration: My passion is to be constantly exploring myself and communicating my thoughts to the world through any creative expression, I am into many creative activities, specially cooking and hand crafts.



Adaptable to change: I love learning from unknown environments. The fact of learning about new creative methods, people or places with its own dynamics it's something I've been passionate about since I was a kid.

DANIELA CRUZ CAÑAS

Branding expert & business strategist

Available to relocate

+57 3202729481

hola@dcdbranding.com

PERSONAL STATEMENT

I believe that true determination leads each plan to success by the hand of innovation and a touch of creative color around. I'm a creative strategist and brand consultant with over 8 years of experience creating and developing brands in the *premium* and luxury industry around the world. My specialty is *storytelling, branding, brand creation and graphic design*. As an entrepreneur and founder of two brands, I had the possibility of developing complete management and planning strategy for creative processes to place each business in the desired *premium* market working with clients in Colombia, USA, Dominican Republic, Spain, among others. My passion is to manage the brands from the beginning with the creation and development of the brand to business growth with assertiveness developing a creative plan by the hand of the best visual communication.

PROFESSIONAL EXPERIENCE

Brand Consultant & Creative Director 05/2012 - Current

DCD Branding Studio – Freelance creative consultancy Bogota, Colombia

- Founded the Brand. Currently with 8 years in the market, managing its positioning around the world, implementing different design and ideation methodologies (including *design thinking, visual thinking and lean startup*).
- Conduct marketing, branding and corporate image consulting to place brands in the Premium sector with Brands such as: SuperLopez, Mae Selva, Vhera Lucci, Silvia Cobos The Brand among others.
- Developed creative strategies and graphic design for several brands in Latin America and Europe.
- Elaborated product design (*merchandising, stands, packaging*) for brands from the jewelry, cosmetics and clothing industries.

Brand Identity Strategist & Designer 05/2021 – 12/2022

Loud Rumor– Freelance creative and designer Bogota, Colombia

- Conduct marketing, branding and corporate image consulting to place brands in the Premium Sports sector with Brands such as: Barre Studio, Blackbox, CKO Kickboxing, among others.
- Developed creative strategies and graphic design for several brands in Latin America and Europe.
- Elaborated marketing graphics and strategic creations for gym strategies for Loud Rumor.

Creative Marketing Strategist 09/2019- 02/2020

Front Row BCN – Fashion design consultancy Barcelona, Spain

- Created and managed marketing and sales strategies for different product lines, including the *English for Fashion* course, increasing the number of clients buying the course.
- Managed Front Row BCN positioning through an accurate graphic communication.

Creative Director 02/2014 - 08/2015

The Luxury Link – Luxury marketing agency Bogota, Colombia

- Managed the creative strategy of the corporate Brand.
- Conducted Brand consulting missions to clients from the fashion and luxury industry in Colombia.
- Launched products, visual merchandising and branding campaigns.
- Led the creative department, providing brand identity and creative advisory services.

EDUCATION

Enterprise creation: running profitable businesses **2022**

Universidad de los Andes, Colombia

Master in Fashion Business Management and Administration 2018- 2019

Universitat de Barcelona – LCI Barcelona, Spain

B.A. Industrial Design (Minor in Business Management & Product Development) 2009 –2014

Pontificia Universidad Javeriana, Bogotá, Colombia