

ESTEFANIA GALLEGO URIBE

Content Creator · Video Editor · Social Media Specialist

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🔗 [Portfolio](#) · [LinkedIn](#)

🎯 PROFILE

Creative bilingual communicator with **5+ years of experience** in video editing, motion graphics, and social media strategy. Skilled at crafting engaging content for brands, internal communications, and nonprofits. Passionate about storytelling, visual branding, and staying on top of evolving digital trends.

🔧 CORE SKILLS

Video Production & Editing · Motion Graphics · Content Creation

Adobe Premiere Pro, After Effects, Illustrator, Photoshop, Canva, Meta Business Suite, Later

Social Strategy · Copywriting · Analytics · Bilingual: English / Spanish

Project & Time Management · Cross-functional Collaboration

🌟 EXPERIENCE

Eddy K Bridal — Montreal, QC

Content Creator & Social Media Manager (Feb 2023 – Present)

- Create and publish content across Instagram and TikTok tailored to campaign goals and brand voice.
- Edit product demos, storytelling clips, and features for launches and promotions.
- Utilize trending hashtags, keywords, and creative strategies to grow follower engagement.

- Collaborate with marketing and creative teams to maintain a unified visual identity.
- Keep up with platform updates and shifting consumer behaviors.

C&F International S.A.S — Medellín, Colombia

Content Creator & Communications Specialist (Mar 2021 – Jul 2022)

- Developed visual content for internal ops and external campaigns, including videos and infographics.
- Managed internal Facebook groups to support and motivate the sales team.
- Helped coordinate product launches, photoshoots, and sales materials across departments.

Content Creator – Sales & Marketing (Oct 2018 – Oct 2019)

- Assisted seasonal collection rollouts with BTS videos, product visuals, and social media assets.
- Designed and edited sales presentations and promotional content for direct marketing.

Fundación El Maná — La Ceja, Colombia

Social Communicator / Communications Lead (Nov 2019 – Mar 2021)

- Directed online communications, branding, and fundraising campaigns.
- Created social media and institutional videos, flyers, and event materials.
- Established outreach strategies and donor partnerships for growth.

 VOLUNTEER EXPERIENCE

Fundación El Maná — *Board Member & Communications Lead*

- Established and oversee the communications department.
 - Lead video production and brand redesign for organizational impact.
 - Manage fundraising collateral and donor outreach strategy.
 - Currently consulting on Marketing efforts.
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EDUCATION

Postgraduate Diploma in Digital Marketing

Greystone College — Montreal, QC

Bachelor's in Audiovisual Communication

Universidad de Medellín — Medellín, Colombia

Diploma in Community Management

Politécnico Gran Colombiano