

Santiago Arboleda Mesa

CREATIVE BRAND STRATEGIST · MEDELLÍN, COLOMBIA

Freelance, contract or white-label
Remote · UTC-5 · English and Spanish
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Good branding lives where people use it:

THE SIGN

THE FEED

THE SHELF

THE KITCHEN

I take a brand past the guidelines, into the menu, the room, the content plan and the team that has to run it.

Agencies in Bogotá and Medellín, then eight years in New York kitchens, the last three running brand and operations for a restaurant group. Now independent.

BRAND STRATEGY

NAMING

VERBAL IDENTITY

CREATIVE DIRECTION

AI IMAGE AND VIDEO

DESIGN SYSTEMS

MENU AND OPERATIONS

EXPERIENCE

Jan 2026 – now

Creative Brand Strategist · SELF Studio, Medellín

- **Onoff**, national appliances: monthly content and AI production since June 2026, every piece checked against the real product. Hot Sale film approved as delivered.
- **Las Carnudas**, a burger shop: voice, product development, recipe cards, kitchen protocol.
 - Naming for ÁLORA, strategy for 821 Green Capital, AI production for Pompos, operations for PAYÓ.

2026

Independent projects

- **Pulso Sereno**, a meditation practice: strategy, naming, identity and website, as sole author.
 - Partner in LAKI, a dog accessories brand: all the branding, rename to design system.

2022 – 2025

Operations & Brand Lead · Moabet + Reunion, Brooklyn

- Turned Kabalat Shabbat into a weekly Friday format (2024–2025) that went to Los Angeles and became one of the group's five biggest revenue lines.
 - Built a 21-recipe book with budgets by event type, set portion standards and switched suppliers when prices moved.

EARLIER

NEW YORK

2017–2022

Executive Chef

Lemons and Olives Catering · 2020–22

Pastry Sous Chef

Bien Cuit · 2019–20

Line Cook

Fat Cat Kitchen · 2017–19

BOGOTÁ AND MEDELLÍN

2010–2016

Creative Director

Plasma Nodo · 2015–16 · team of six
Branding and naming.

Brand Strategy Director

Grupo IRIS · 2014–15 · team of 10+
Naming, identity, tone of voice.

Art Director

Agencia Básica · 2013–14
Éxito, Familia, Sura, Kikes.

EDUCATION

2011–2013

MA, Branding and Packaging

BAU, Barcelona · 2013

BA, Graphic and Advertising Communication

Universidad de Medellín · 2011

Four cases on the site ■ Moabet + Reunion ■ Las Carnudas ■ Pulso Sereno ■ Onoff