

GABRIELLA  
SANCHEZ

WORK SAMPLES

2026

# Portfolio



+1.626.840.4557

[www.gs-atelier.com](http://www.gs-atelier.com)

[gabriella.creativeportfolio@gmail.com](mailto:gabriella.creativeportfolio@gmail.com)

Brand Architecture

Product & Retail Systems

Marketing & Lifecycle

Campaigns

Motion & Visual Assets

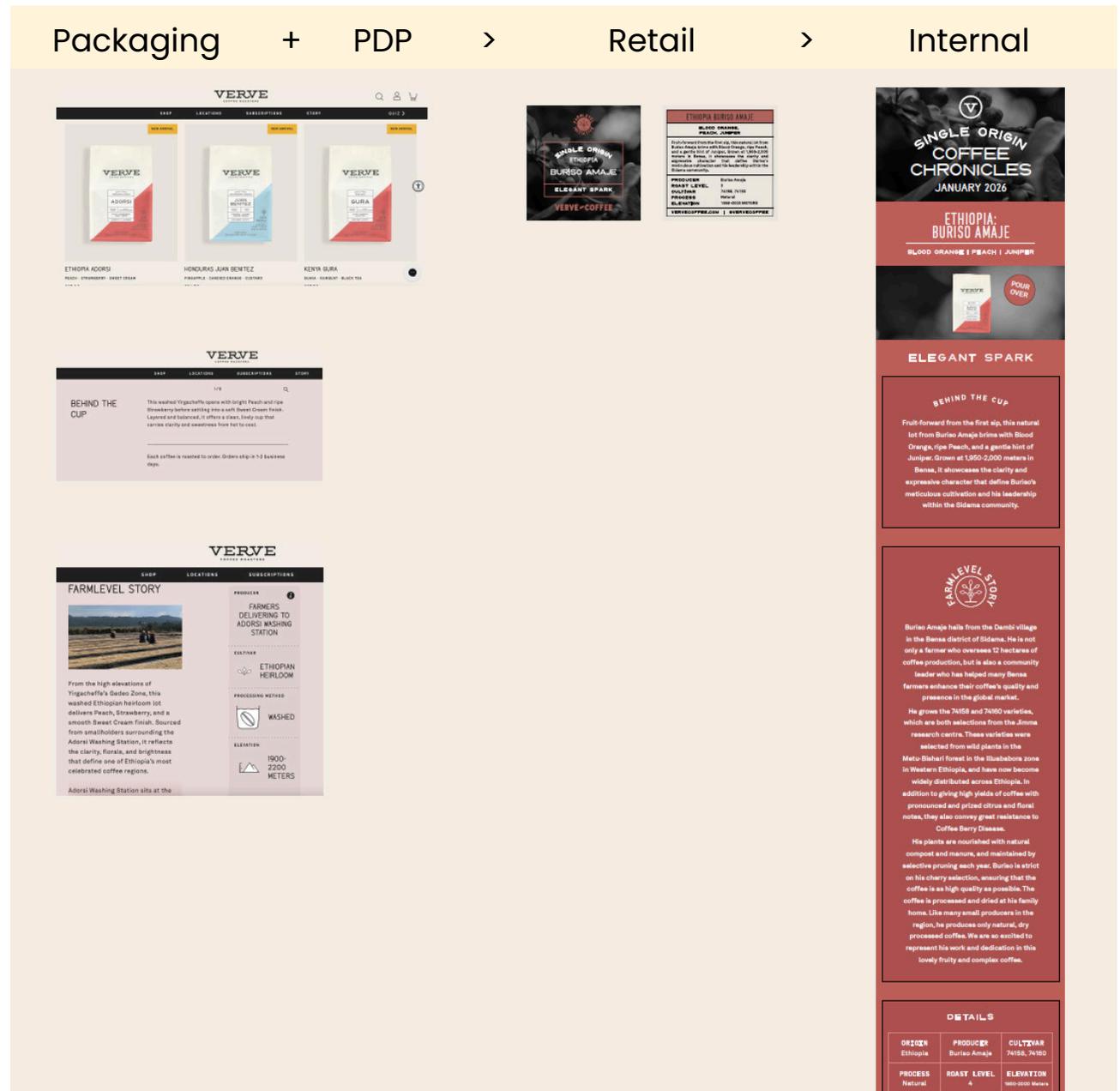
Environmental & Experiential



# Integrated Product Content Architecture

- Verve Coffee Roasters

Identified and formalized a fragmented set of product content modules into a unified, integrated framework. Mapped and connected packaging, website PDPs, retail collateral, and internal launch documentation into a cohesive content architecture to improve cross-channel consistency and viewer navigation. Developed repeatable templates and documentation structures designed to support scalable, high-volume product releases and long-term brand alignment.



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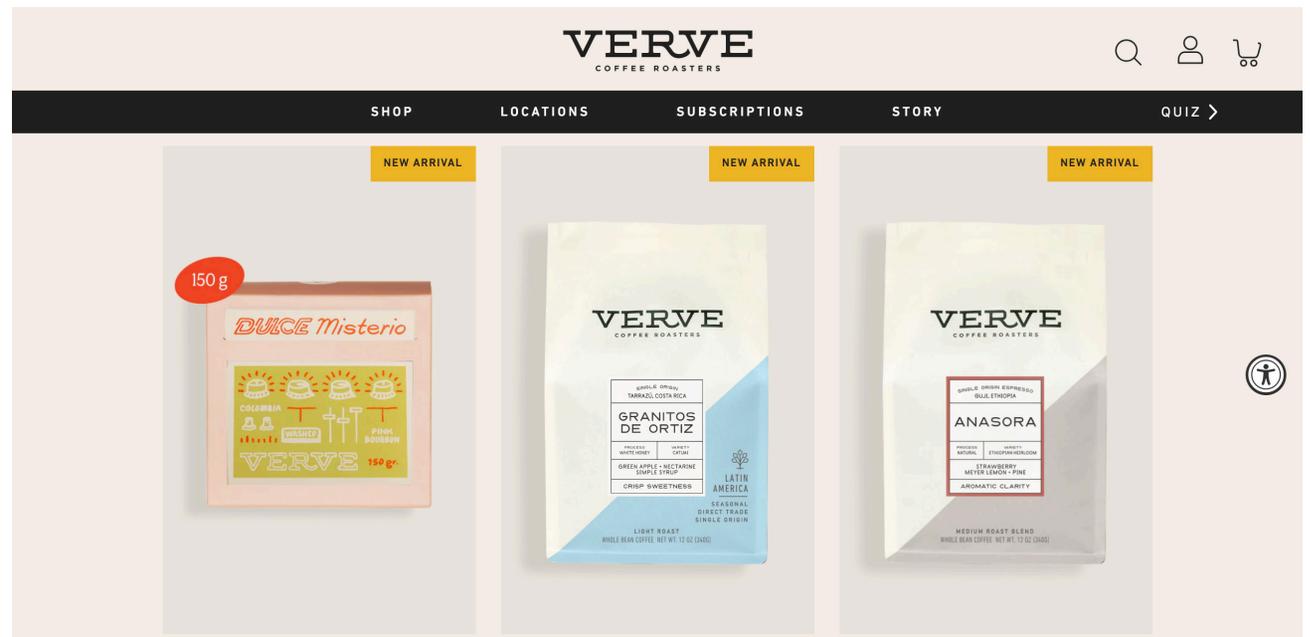
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# Product Packaging & PDP Assets

- Verve Coffee Roasters

Designed production-ready product labels and supporting packaging files for seasonal and core releases. Developed coordinated visual mockups and product imagery for website PDP use, ensuring brand consistency and alignment between physical packaging and digital presentation.



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# Lifecycle Campaign System

- Verve Coffee Roasters

Executed seasonal and promotional campaign rollouts across email (Klaviyo), homepage placements, and social channels. Adapted and extended existing brand modules into cohesive, repeatable layouts, ensuring consistent storytelling and efficient cross-platform deployment for high-volume launches.

VERVE - COFFEE

A Gift That Arrives Instantly

20% OFF  
USE CODE: BESTGIFT

SHOP SUBSCRIPTIONS >



Choose a 3, 6, or 12-month coffee subscription—fresh, thoughtful, and always appreciated. Perfect for coffee lovers near or far.

SHOP SUBSCRIPTIONS

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A Same-Day, In-Person Gift



Stop by a Verve Café  
Buy a \$50 Verve Gift Card  
(and receive a \$10 bonus gift card)

Pair it with:





Classic Holiday Blend | A Verve mug or tumbler | Holiday Craft Instant Coffee

FIND A VERVE CAFÉ

VERVE - COFFEE

20% OFF GIFT SUBSCRIPTIONS

## GIFT BETTER MORNINGS

YOUR CHOICE OF 3, 6, OR 12 MONTHS OF EXCEPTIONAL COFFEE DELIVERED RIGHT TO THEIR DOOR.

USE CODE: BESTGIFT

SHOP SUBSCRIPTIONS >

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Roaster's Choice  
A Curated Experience

Each delivery spotlights a new, meticulously sourced coffee.

SHOP SUBSCRIPTIONS >

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Blends  
Their Favorite on Repeat

Our signature blends *Sermon, Buena Vista, Streetlevel,* & more delivered just the way they like them.

SHOP SUBSCRIPTIONS >

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How It Works:

- 1 Make Your Selection:** Pick the quantity, choose 3, 6, or 12 months, and add to cart.
- 2 Add a Gift Message:** In your cart.
- 3 Prepay:** Use code BESTGIFT for 20% OFF.
- 4 Relax:** They'll love their gift (& their coffee).

SHOP SUBSCRIPTIONS

VERVE - COFFEE

## HOLIDAY FILTER MODERN LIGHT ROAST

Our lightest blend to date, crafted for those who love expressive, vibrant, funky cups.

SHOP NOW >

AVAILABLE IN 2.2 & 5 LBS



SHOP NOW

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FILTER - POUROVER

## Holiday Blend

Candied Ginger - Mulled Wine  
Dark Chocolate

LIGHT  DARK

MODERN  TRADITIONAL

SHOP NOW



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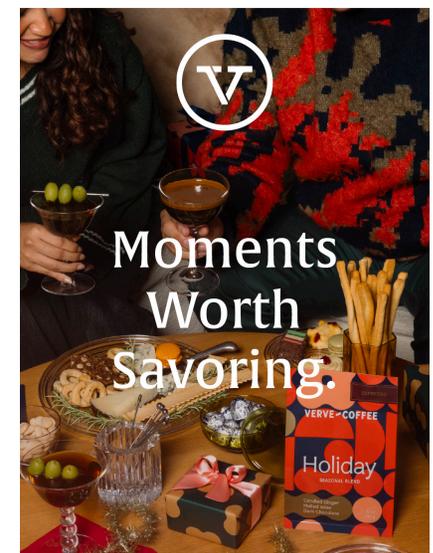
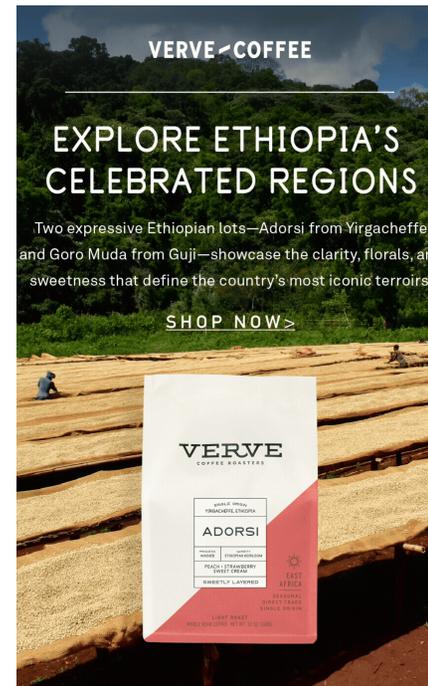
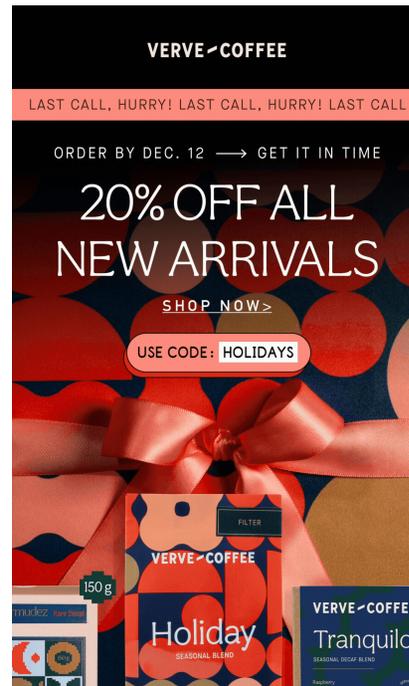
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# Motion & Performance Assets

- Verve Coffee Roasters

Extended lifecycle campaign systems into motion-forward and performance-oriented assets across paid social, homepage features, and story placements. Adapted static frameworks into dynamic formats optimized for engagement and cross-platform visibility.

[Click here to view live motion adaptations.](#)



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# Brand Identity System

- Somnella Herbal Wellness

Developed a conceptual brand identity and packaging system for a plant-based wellness product, exploring how visual language translates across product, digital commerce, and campaign environments. The direction balances clinical clarity with organic warmth, establishing a cohesive, scalable brand language.

Scope included:

- Identity system
- Packaging direction
- E-commerce visuals
- Campaign and lifestyle concepts



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# Signature Tournament Invitational

- Virginia Country Club

Concepted and designed a limited-edition, letterpressed gold foil invitational box for a signature tournament event. Elevated the club's legacy and reinforced exclusivity through materiality, finish, and presentation.

Art directed, styled, photographed, and retouched presentation imagery to support executive review and secure board approval for concept and production.



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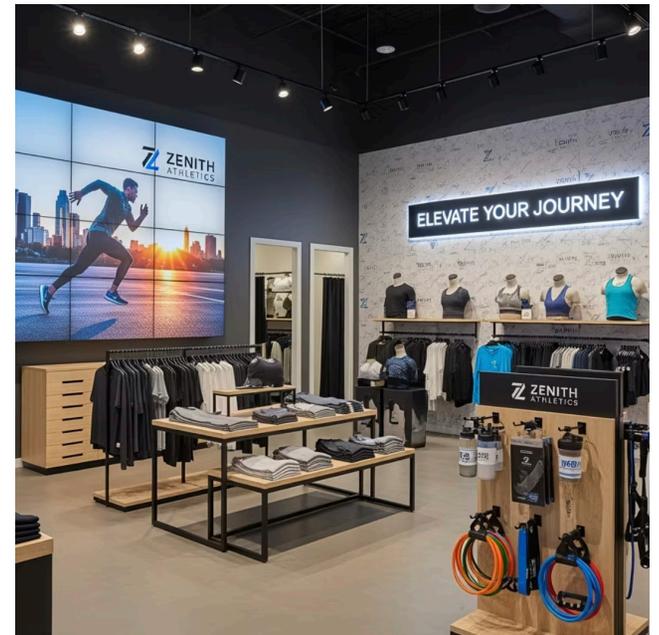
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# Environmental Retail Branding

- Proágo Branding Dept.

Developed environmental branding concepts translating client brand systems into physical retail environments. Explored storefront identity, interior graphics, signage, and spatial storytelling to create cohesive, immersive brand experiences across customer touchpoints. Produced visualization studies and presentation-ready design proposals illustrating how brand language could scale across dimensional environments. Work supported client strategy discussions and helped define environmental direction for retail rollout.



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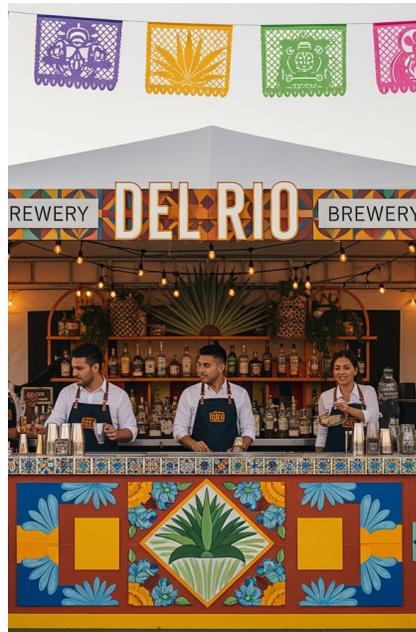
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# Environmental Brand Activation Concept Visualization

- Del Rio Brewery

Developed spatial activation concepts translating brand identity into scalable physical environments. Designed modular bar systems, environmental graphics, and signage frameworks adaptable across varied event contexts. Produced detailed visualization assets to communicate material direction, structural intent, and brand integration, supporting cross-functional planning and execution readiness.



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# Environmental Art Direction & Production

- Murals of La Jolla
- Henry Art Gallery
- Frieze Los Angeles

Directed and produced large-format environmental graphics for public installations and art-driven campaigns. Developed custom imagery, prepared production-ready files, collaborated with vendors, and oversaw installation to ensure high-impact execution at scale.



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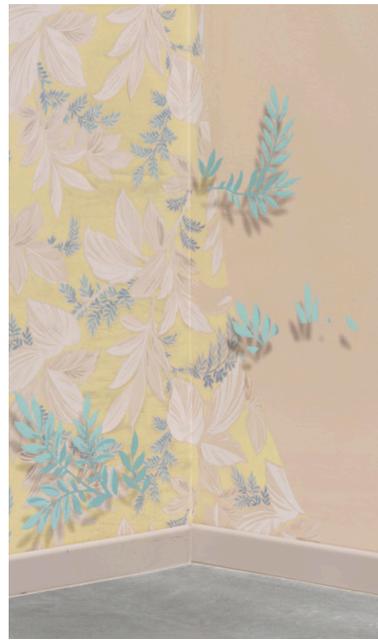
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# Museum-Scale Print Production

- Laura Owens Studio

Collaborated within a multidisciplinary studio team on the production of large-scale, museum-quality screenprints for Laura Owens's immersive exhibition at Matthew Marks Gallery (February–April 2025). Contributed to color development, complex registration, and precision finishing across layered compositions, supporting exhibition-ready installation standards in a fast-paced, detail-intensive environment.



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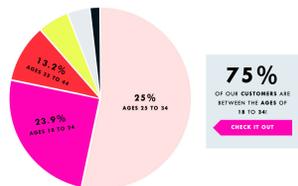
# Integrated Email & Partner Campaigns

- Ban.do

Owned lifecycle email campaign strategy and execution, collaborating cross-functionally to align creative direction and brand messaging. Created scalable influencer and wholesale partner toolkits to support multi-channel promotion. Embedded original illustration assets into campaign photography and product collections to extend brand storytelling.



## LET'S BREAK IT DOWN



GET IN ON THE FUN BECAUSE GIRLS TOTALLY LOVE BAN.DO...BUT DON'T TAKE OUR WORD FOR IT. JUST READ THOSE INFOGRAPHICS!

**ORDER NOW**  
WHOLESALE@SHOPBANDO.COM

## BAN.DO SOCIAL MEDIA LAUNCH PACKAGE: INSTAGRAM CAPTIONS

- GET THESE PHOTOS SIZED FOR INSTAGRAM FROM THE "INSTAGRAM PICS" FOLDER
- BAN.DO 17 MONTH CLASSIC AGENDA // AM VERY BUSY / FLORABUNDA / RINGLEADER - RELEASE ASAP.**  
CAPTION: DID BRING ORGANIZED JUST GET COOLLY 'TUP, IT TOTALLY DID. WHOEVER SAID PLANNING WASN'T FUN CLEARLY NEVER SET EYES ON @SHOPBANDO'S 17 MONTH AGENDAS. LOADED WITH FUNCTION + COMPLIMENTS, AND HOT TO WENTON WEEKLY FUN TO-DO'S, THESE AGENDAS ARE A MUST-HAVE AVAILABLE IN STORES NOW! #BANDONAGENDA #BANDONNEARTOU
  - PERKARO CLUTCH (LILAC + MINT) - WEEK OF AUGUST 31ST.**  
CAPTION: WHAT DOES A MEMBER OF THE #BANDODIRLEGANG KEEP IN HER @SHOPBANDO PERKARO CLUTCH POP ROCKS, HEART SUNNIES, CONETTI, - THE PERFECT SHADE OF RED UPSTICK OF COURSE! NOW IN STORES. #BANDOFUN #BANDONNEARTOU
  - BAN.DO 17 MONTH CLASSIC AGENDA + MOBILE CHARGER (RINGLEADER AGENDA + BACK ME UP MOBILE CHARGER IN PARTY DOTS) - WEEK OF SEPTEMBER 2TH.**  
CAPTION: FOR THE GAL THAT LOVES GOOD + POWER, @SHOPBANDO JUST MADE ALL YOUR GIBLOSS DREAMS COME TRUE! IN STORES NOW! #BANDOFUN #BANDONAGENDA #BANDONNEARTOU
  - BAN.DO 17 MONTH AGENDAS // AM VERY BUSY / FLORABUNDA / RINGLEADER - WEEK OF SEPTEMBER 14TH.**  
CAPTION: REPORTED SIDE EFFECTS OF USING THE NEW @SHOPBANDO #BANDONAGENDA: ENHANCED PRODUCTIVITY, WAAAKAAH! MORE FUN, AND A NEWFOUND SENSE OF WORLD DOMINATION. AVAILABLE IN STORES. #WHOSUNTHEWORLD #BANDOFUN #BANDONNEARTOU



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THANK YOU.



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