



About me

Proactive, social, and responsible professional with strong problem-solving skills. Trusted brand representative who enjoys delivering excellent service and being a reliable team member.

Contacto



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cosmostudiomkt@gmail.com



rafacasp



rafacasp +24k followers

More

Proactive, reliable, and responsible
Adaptable and quick learner
Fluent in Spanish and English

Idiomas

Spanish
Native

English
Fluent

Rafael Casares

CREATIVE ART DIRECTOR

Professional Profile

Creative and versatile professional with experience in digital marketing, and creative direction. Skilled in photography, design, and content creation. Strong entrepreneurial mindset with proven ability to manage projects and lead teams. Passionate about coffee, culinary arts, and cooking, with hands-on knowledge of kitchen operations and a strong dedication to customer service. Seeking new opportunities to contribute creativity and leadership in work environment.

Work Experience

Community Manager / Creative Director / Designer / Photographer

Polaris Advertising Agency, Mérida, Mexico

[April/2024] – [August/2025]

- Managed social media accounts and digital campaigns for multiple clients.
- Directed creative projects, coordinated design teams, and executed marketing strategies.
- Produced photography content for branding and promotional materials.
- Monthly planning of 14 brands including productions of restaurants.
- Branding manager, supervising the creation of brands.

Community Manager / Creative Director / Designer /

UNPOSTED CREATIVES Advertising Agency, CDMX, Mexico

[November/2025] – [February/2026]

- Directed creative projects, coordinated design teams, and executed marketing strategies.
- Coordinate photography content for branding and promotional materials.
- Monthly planning of brands including productions.

Tiktok Manager / Sales Associate

Rainforest, "Felyfit" CDMX, Mexico

[July/2025] – [November/2025]

- Managed daily operations of a wine store, including inventory, customer service, and staff supervision.

Entrepreneur & Creative Professional

Self-employed, Mérida, Mexico

[2023] – Present

- Developed personal projects in photography, design, and creative consulting.
- Managed business operations, client relations, and project execution.

Education

Universidad Anáhuac Mayab

Bachelor's in Entertainment Business Management, Minor in Advertising

Specialization in Art Direction (In progress)

Miami Ad school.

Highschool diploma

Centro universitario Montejo, Mérida México

Skills

Customer Service & Hospitality

Excellent interpersonal and communication skills
Ability to handle customer complaints and resolve issues efficiently
Friendly, professional, and approachable demeanor

Food & Beverage Knowledge

Coffee preparation and barista skills
Basic cooking and kitchen operations
Food safety and hygiene standards

Operational & Organizational Skills

Team leadership and supervision
Time management and multitasking
Inventory management and stock control

Creative & Technical Skills

Photography and visual content creation
Branding and marketing knowledge
Social media management