Luis Cascante Rojas

Digital Marketing and Creative Operations

Multichannel Campaigns | Project Coordination | Applied Artificial Intelligence

San José, Costa Rica | +506 8631-3888 | luiscaromen@gmail.com
linkedin.com/in/luis-antonio-cascante-rojas-3820241a1

PROFESSIONAL SUMMARY

Digital marketing professional with experience in regional campaigns, project coordination and audiovisual production for international brands. Apply Claude and Codex to deliver web solutions and turn marketing and production tasks into repeatable workflows. Combine creative judgment, campaign execution, process documentation and quality assurance.

CORE SKILLS

Multichannel Campaigns and Paid Media | Project Coordination | Content Production | HubSpot and Email Marketing | AI Workflows and Skills | Quality Assurance

PROFESSIONAL EXPERIENCE

360 Integral

2025 – present

Digital Marketing, Projects and Creativity Executive

- Coordinate campaigns, digital projects and creative production, from research and briefing through review, execution and measurement.
- Design reusable workflows with **Claude and Codex** for content, web solutions and audiovisual production; define requirements, document rules and validate deliverables.
- Coordinate web platform development for an international **Lenovo and TD SYNNEX** contest linked to the Las Vegas Grand Prix, and lead event and activation execution for **Samsung**.
- Manage strategy and content for Pelle Royale, Galaxy Sports and Hypermedia 360, overseeing Meta campaigns across Costa Rica, Guatemala and Mexico.
- Set up and monitor campaigns, audiences, conversions and reports using Google Ads, Meta Ads, LinkedIn Campaign Manager and HubSpot.

Grupo A

2024 – 2025

Social Media Lead

- Developed digital strategy for **16 accounts**, including Reebok, JanSport and RUA Brasil, and supported public relations for Miss Universe Costa Rica.
- Directed audiovisual content for Reebok Costa Rica, with over **120,000** reported monthly views, and creative development and production for the national Estilo sobre Ruedas campaign.

San Martín de Porres Veterinary Clinic

2022 – 2023

Communications Lead

- Developed digital communications and TikTok content: the account grew from zero to **59,500** followers in three months, with one video reaching **17 million** views.

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AI AND PROCESS IMPROVEMENT PROJECTS

Audiovisual production and animation

- Defined and documented **two skills**, **videoUXUI** and **videorecap**, to make case video, animation and event recap production repeatable.
- Directed AI-assisted implementation of templates and scripts for rendering, voice, music and vertical and horizontal formats; established visual and audio quality checks.

Prospecting and quotations

- Turned a prospecting process into a **16-stage** reusable skill covering strategy, prospect selection, CRM, email and follow-up activity tracking.
- Standardized quotations with **CotiThunder**, an Excel template with reusable commercial and presentation rules.

Content operations for ILSISA

- Coordinated an AI-assisted workflow to schedule **16 assets** in Meta Business Suite: 12 static posts and four reels.
- The workflow combined a structured calendar, duplicate checks and individual confirmation records.

Corporate web solutions

- Defined content, requirements and visual criteria for an onboarding portal and a corporate digital business card built with AI assistance.
- Oversaw website updates and maintenance, reviewing outputs before delivery.

FREELANCE EXPERIENCE

Freelance Audiovisual Producer

2019 – present

Branded content production and event coverage for sports and retail brands, including assignments for SLA Corp and content for Sportline, Under Armour, Converse, Nike and Adidas. Proposal development, quotations and advertising content adaptations.

TOOLS

AI and workflows: Claude, Claude Code, Codex, Magnific; prompt design, reusable skills and AI-assisted workflows.

Marketing and data: Google Ads, Meta Ads Manager, LinkedIn Campaign Manager, HubSpot, Google Analytics, Meta Business Suite, Excel and Google Workspace.

Content and web: Premiere Pro, After Effects, Photoshop, Lightroom, Canva and WordPress.

EDUCATION

Degree in Audiovisual Production (Licenciatura)

Universidad San Judas Tadeo

Digital Marketing and SEO Marketing

Universidad Latina

LANGUAGES

Spanish native | English intermediate B1 | Italian A2