

Marcos Caballero

AI Automation & AI Agent Specialist | Multimedia & Interaction Designer | Graphic & Web Designer | Video Editor | Community Manager

About Me

Multimedia designer with a curious mind and a meticulous approach. I'm self-taught: when I encounter an unfamiliar tool, I research and master it. To me, every project is a form of expression shaped through attention to detail.

Education

Bachelor's Degree in Multimedia and Interaction Design
UADE University
2024 - Present

Applied Web Programming
Argentine Institute of Computing (IAC)
2020 - 2021

Object-Oriented Programming (OOP)
Argentine Institute of Computing (IAC)
2019 - 2020

High School Diploma in Economics and Business Administration
E.E.S. Leonardo Da Vinci
2017 - 2023

Contact

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Experience

I currently bring together my experience in managing high-performing audiovisual content and digital presence, while expanding my services into AI agent development and automation.

AI Implementation and Automation:
Development of structured prompts, databases, and conversational agents to optimize processes and customer service.
-Project: Zona Inmobiliaria.

Video Editing:
Video editing and audiovisual post-production for political, corporate, and commercial campaigns.
-Clients: Col. de Martilleros (Prov. BA y Quilmes), Juntos por el Cambio (Dante Morini), Zona Inmobiliaria, Cappelletti Propiedades, Mix Inmobiliaria, Arbotante Propiedades, Bandin Lucarini, Memmo Propiedades, Spacio's Gym, Ruma Eventos.

Graphic Design:
Creation of graphic assets and visual content for social media, political campaigns, institutions, and commercial brands.
-Clients: Colegio de Martilleros y Corredores Públicos Prov. BA y Quilmes), Juntos por el Cambio Berazategui, Zona Inmobiliaria, Mix Inmobiliaria, Arbotante Propiedades, Bandin Lucarini Inmobiliaria, Memmo Propiedades, Spacio's Gym, Ruma Eventos, Articulo14, Agencia Conurbano, Noticias Bonaerenses.

Community Management:
Strategic social media management, content creation, and digital planning.
-Clients: Mix Inmobiliaria, Arbotante Propiedades, Bandin Lucarini Inmobiliaria, Memmo Propiedades, Spacio's Gym, Articulo14, Agencia Conurbano, Noticias Bonaerenses.

Web Development:
Design and development of institutional websites.
-Client: Zona Inmobiliaria.