



# Bekim Betoni Rauseo

Digital solutions for the Caribbean's #CreatorEconomy and under-served communities.

📍 Port of Spain, Trinidad and Tobago

[Portfolio link](#)

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## Links

[LinkedIn](#)

## Languages

French (Work Proficiency)

Spanish (Work Proficiency)

## About

<https://www.bekimbetoni.com/>

Offering horizontal solutions to the #CreativeEconomy in the Caribbean.

International creative industry consultant with experience in the Caribbean, LATAM, and European markets.

2018 Charlie Award Recipient for Feature Writing, Silver.

Design thinking strategist helping clients realise ideas that drive business success.

### BRANDS WORKED WITH

McCann Worldgroup Latin America and Caribbean

DGTMSS+

Trend Media Group

Caribbean Ideas Limited

Our Lady of Fatima College

Toute Bagai Publishing-MACO Magazines

## Experience

### ● Chief Digital Officer

McCann Worldgroup Latin America and Caribbean | Dec 2019 - Feb 2022



### ● Principal Consultant

DGTMSS+ | Mar 2018 -



### ● Group Commercial Content Manager - Digital Strategy | Programmatic | Content Strategy

Trend Media Group | Aug 2016 - Mar 2018



### ● Group Social Media and Campaigns Manager - Digital Strategy

Trend Media Group | May 2015 - Aug 2016

### ● Digital Strategist - Social media content | Digital promotions & campaigns

Caribbean Ideas Limited | Jan 2013 - Dec 2014

### ● Spanish, French, and English Teacher

Our Lady of Fatima College | Mar 2010 - Jun 2011

Curriculum Coordinator for Spanish at Form One level. Mapped detailed lesson plans, compiled end of term exam papers, and conducted oral tests in Spanish for 120+ students.

Taught elementary-level French, Spanish and English courses across eight classes. Trained students in vocabulary building exercises, composition, verb conjugation, and culture.

### ● Project Manager - Editorial | Production.

Toute Bagai Publishing-MACO Magazines | Jun 2009 - Jul 2012

## Education & Training

### ● BAU, Centre Universitari d'Arts i Disseny

Infographics & Data Visualization,

- **IED Barcelona**

Innovation and Future Thinking,

- **Harvard Business School Online**

Disruptive Strategy,

2006 - 2009

- **La Salle University**

Bachelors of Arts,

1999 - 2006

- **Our Lady of Fatima College**

CXC O'Level and CAPE A'Level,