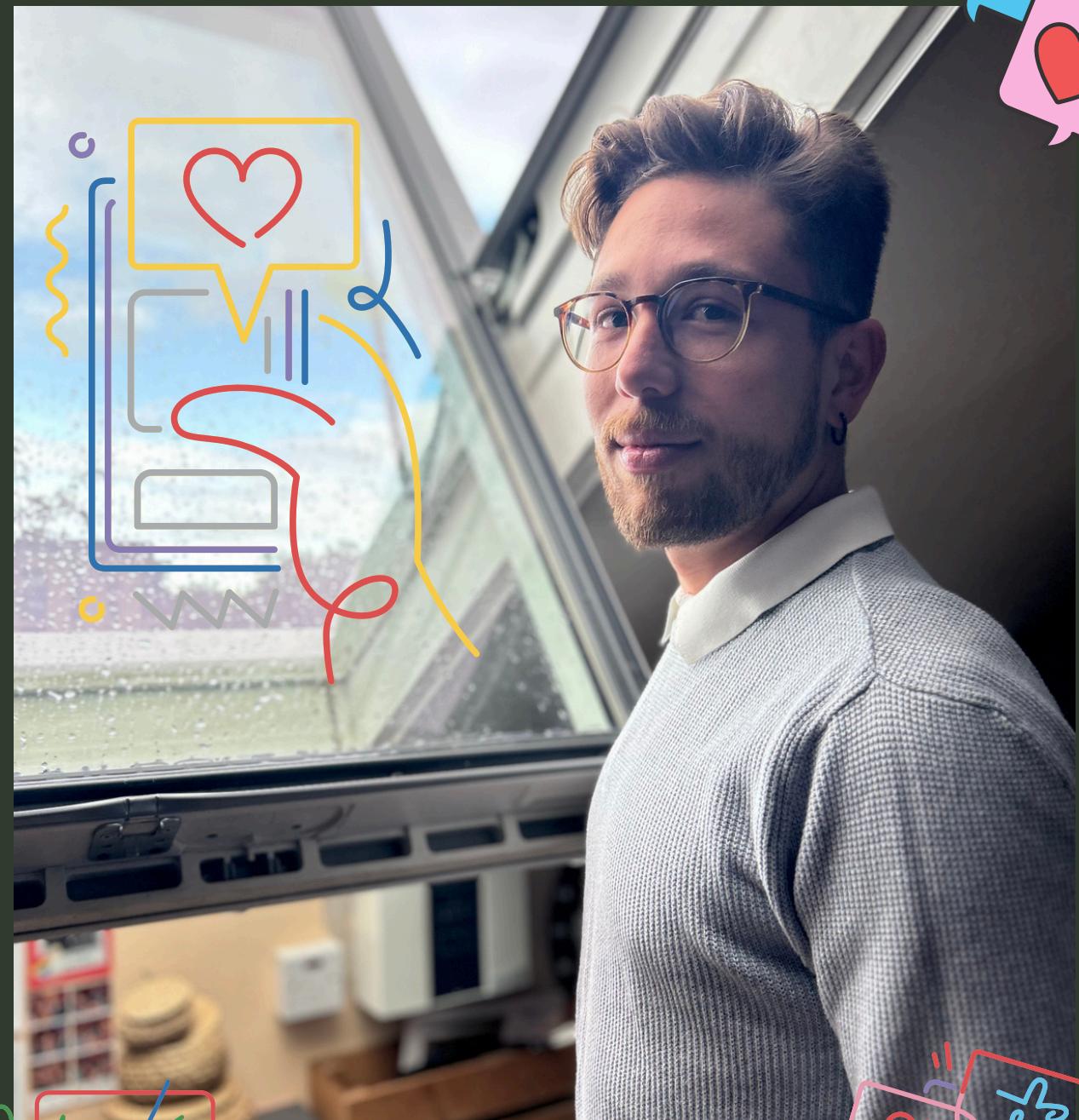


Jan, 2025

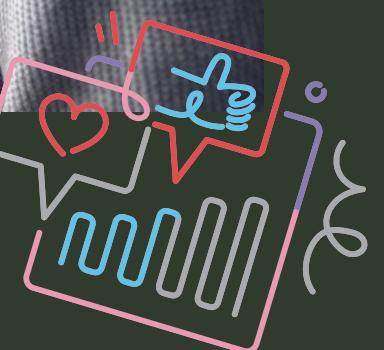
# Portfolio

# Cássio Towesend

**"Innovative marketing breeds lasting impressions."**



**Marketing  
Analyst**



**Social Media / Marketing Content**

To Whom it May Concern,

Janeiro, 2025

Introducing

*Hello, My name is Cassio Towesend*

*That's my showcase's of success as a  
Restaurant Marketing Analyst leveraging  
social media insights to drive engagement,  
growth, and Customer satisfaction.*



# About Me

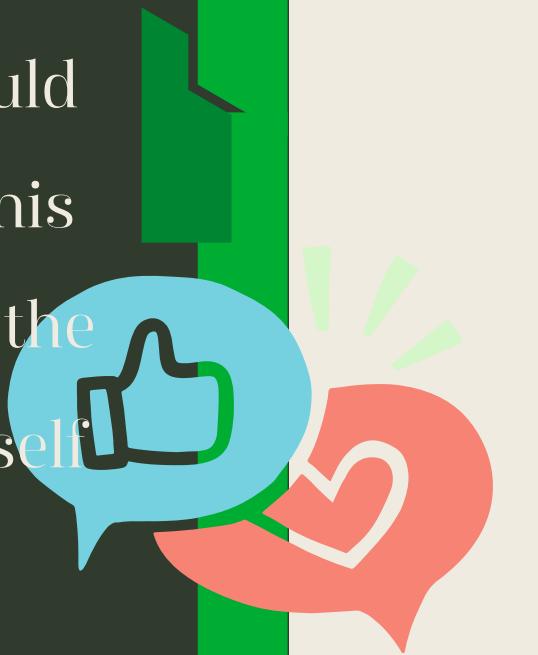
I'm Cássio a 31-year-old Brazilian, and my journey into the world of marketing and media content began during the onset of the COVID era. It was a time when media content demonstrated its incredible power. I witnessed firsthand how it could amplify brand presence, create vibrant communities, and align customers and their expectations towards a shared goal. This experience ignited a passion within me to contribute to this dynamic landscape. From my early years in theatre to engaging in campaigns, every step has shaped me into someone who understands the profound impact of strategic and compelling media.



- ***From a Hobby to an Social Media Marketing full time job and life style.***



I'm excited about the opportunity to share my perspective and contribute to the diverse tapestry of creative minds in this field. Embarking on the journey into media and marketing content started as a mere hobby for me. Little did I know that what began as a personal interest would evolve into a profession. Over two and a half years, this passion transformed into a professional pursuit, and the turning point came when an opportunity presented itself at Brasserie. Fully immersing myself in this role, I not only honed my skills but also gained recognition from my superiors. This experience has been a pivotal moment, affirming my dedication to this field and reinforcing my belief in the power of authentic and impactful media engagement.



- ***From a Hobby to an Social Media Marketing full time job and life style.***



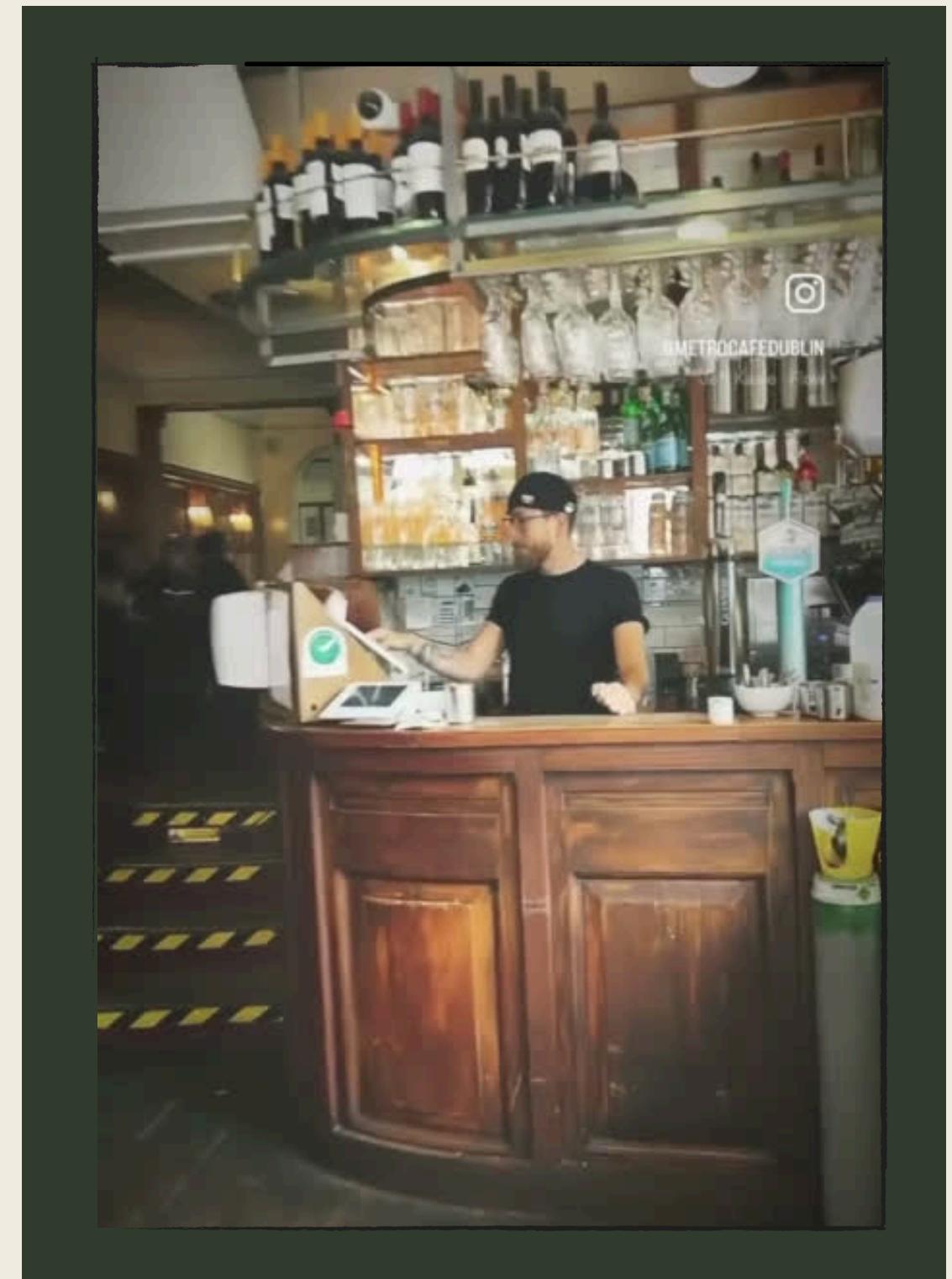
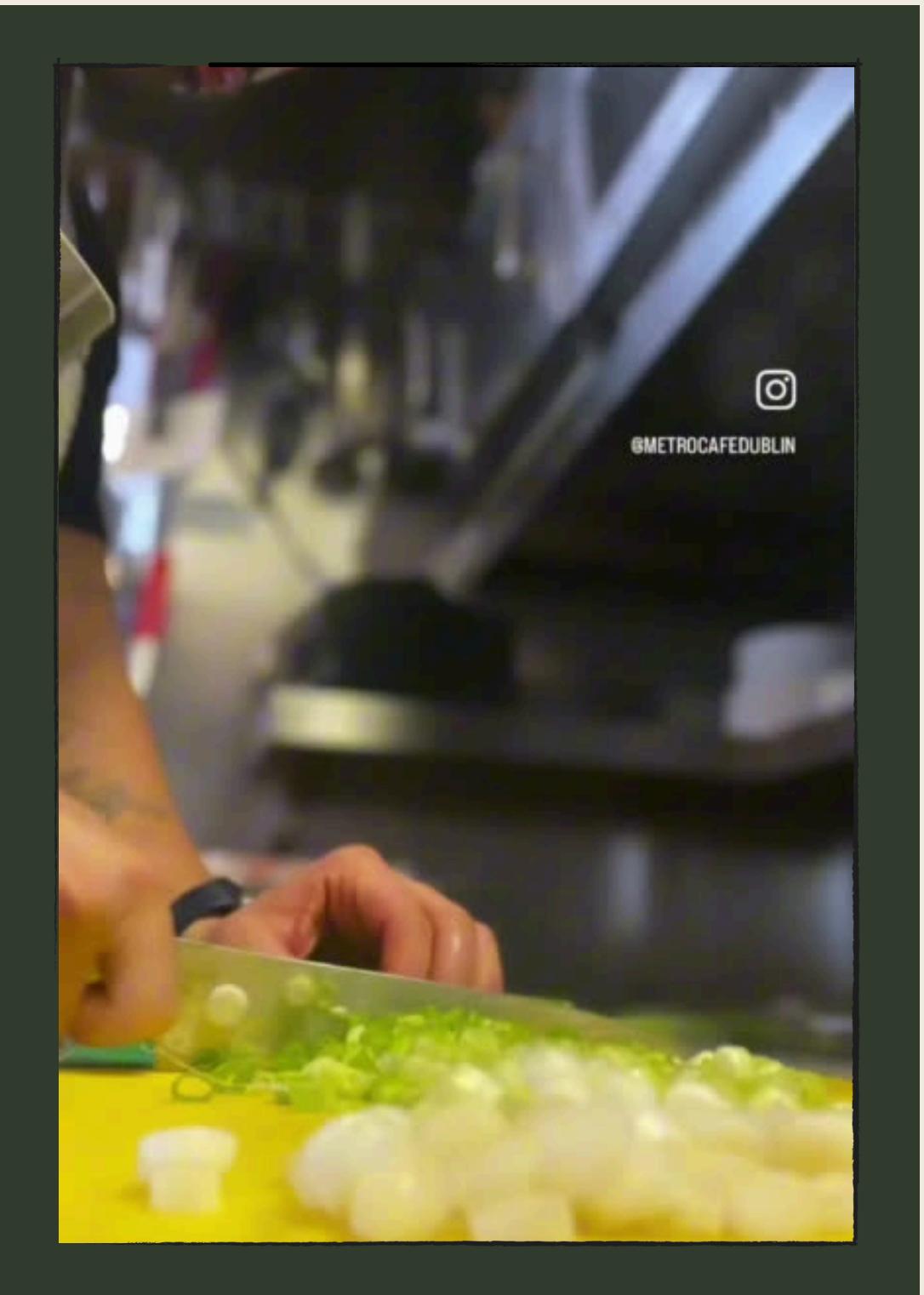


## EXPERIENCE

### Metro Café

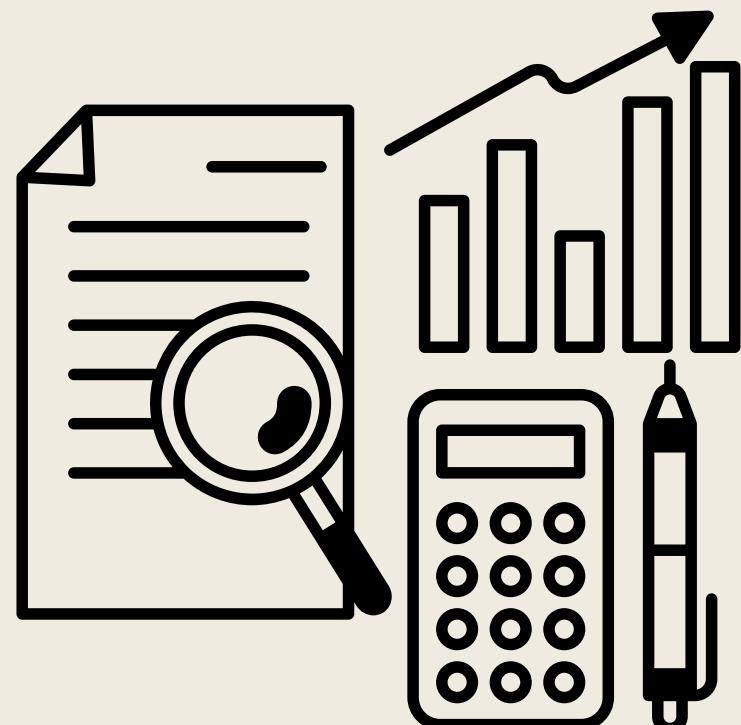


I spearheaded social media initiatives for Metro Café, a renowned Dublin restaurant. Through meticulous analysis, I optimized content to showcase customer behavior, identified peak sales periods, highlighted top-rated products, and strategically framed the restaurant's best features for impactful posting.



# Background Experience

My daily focus centered on driving sales and introducing seasonal drinks at Metro Cafe. Facilitating interactions through posts, gathering opinions, and noting expectations allowed me to craft targeted campaigns. Notably, the campaign experienced swift stock depletion, particularly during the summer season.

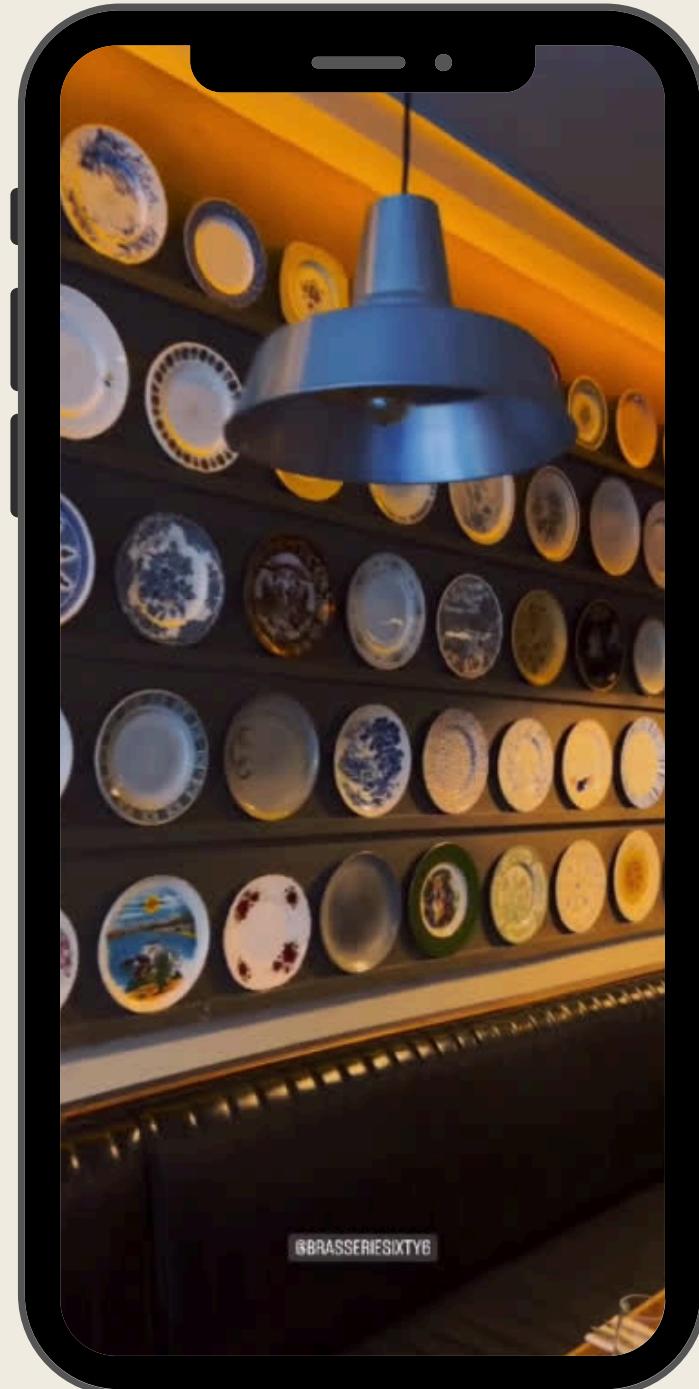
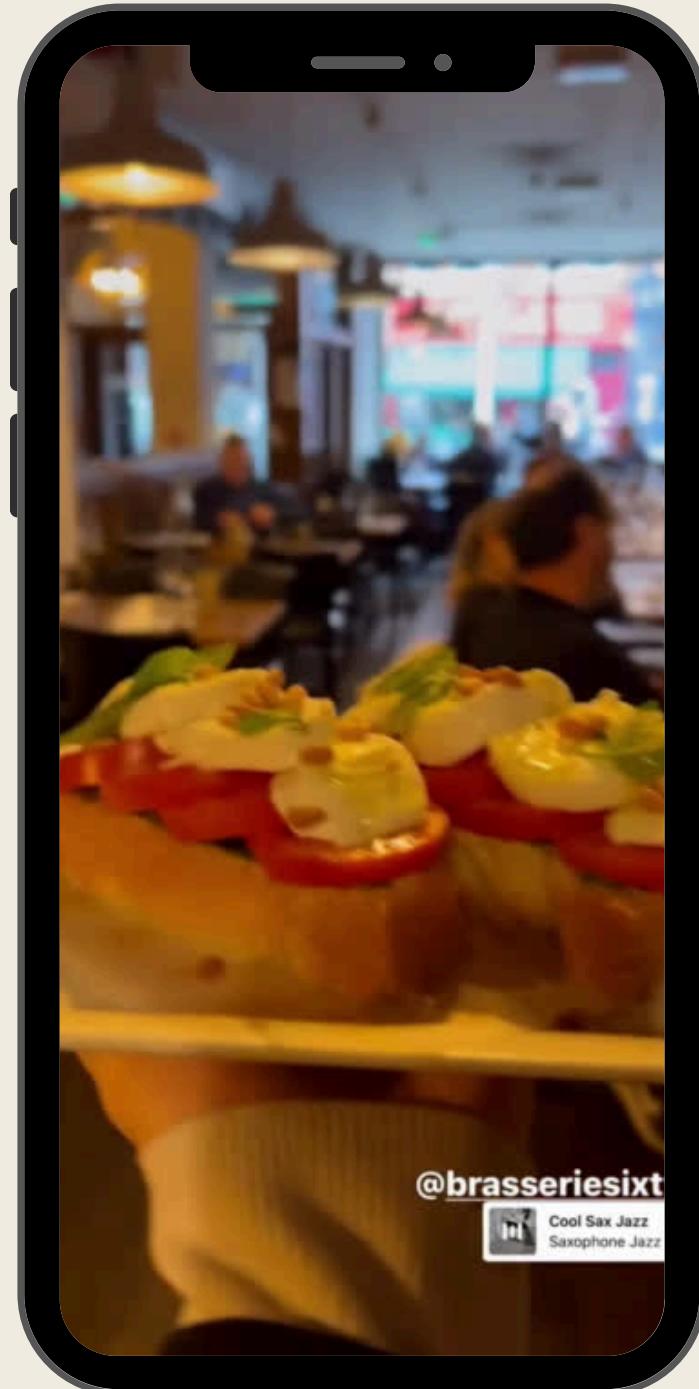


23/24



This year I could see the opportunity to make the difference at Brasserie's restaurant mixing my costumer service with my ability of marketing analyst ( with focus on Social Media ) I could share the best of the restaurant in human and organic way instead of a robotic marketing

Having not only managers but clients amused by the work I am doing and that's what makes my job easier because is priceless when you can feel/ receive the love with the job that you do.



# Work Experience>Show Cases

- Targeted engagement, tailoring my message to resonate with my specific audience.
- Creating a great relation between myself and my costumers
- Having costumers coming because of me.



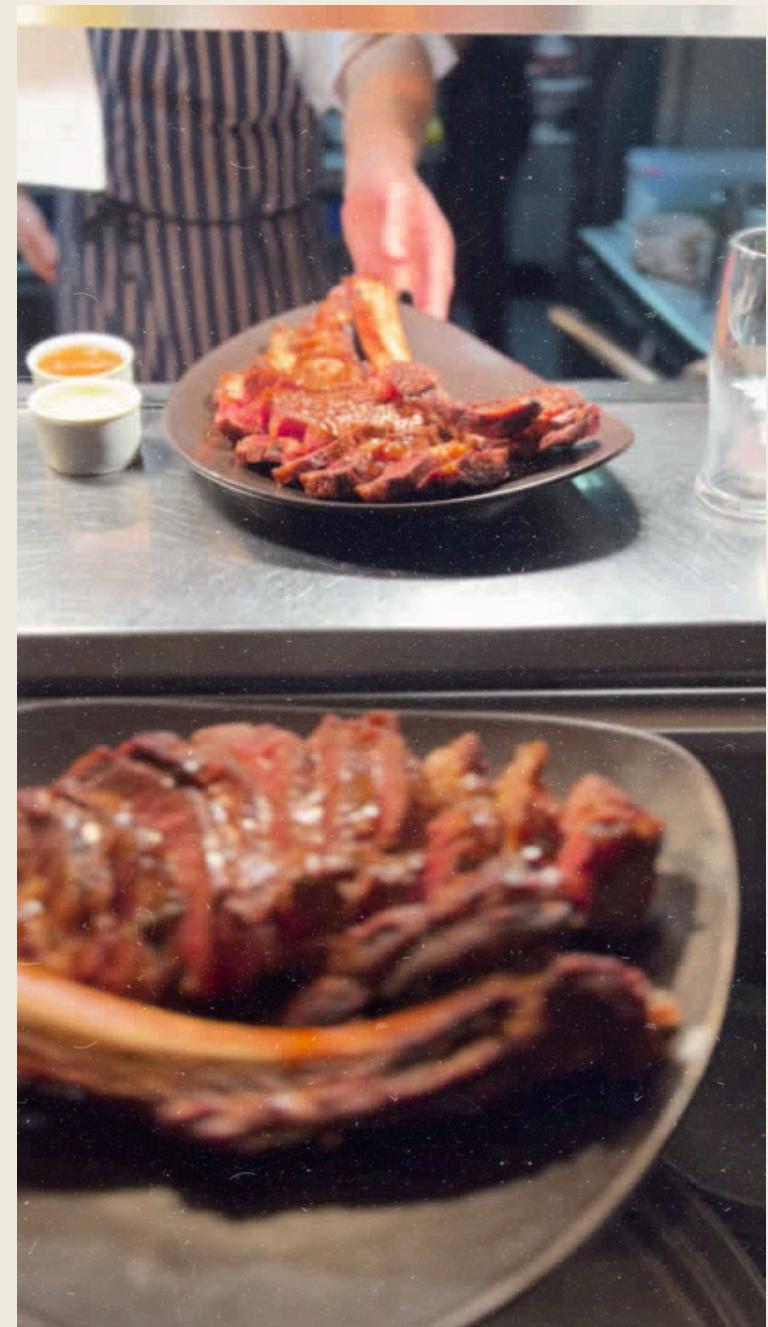
- On my show case I have those three samples that perfect describes my way of work. In the first video at the left with brownie presents quality and awakes client's desire on this chocolate dessert.
- Middle picture has what I like the most, the relation and the friendship that can start unexpected. Leslie is the adorable lady that comes every Sunday to chat, help me with my daily content, to laugh a little and bring joy to everyone who come across to her.
- Left, there's an easy and nice tutorial for those who loves brasserie signature cocktails where you can find no else where. So can be saved by viewers to make a use whenever they feel up to.

# Work Experience>Show Cases

Backstage is a great part of the creation process. With my great friend and colleague Agatha who I have the honour to be mentored, we create small pieces with different light and shapes to fill the different types of media we can offer. Worth to mention a great add to my portfolio.

## MY SKILLS:

- Story telling
- Great communicator
- Sensible frame of mind



The main point of the design about marketing applied to those videos is the proximity is given to the viewer as a not everything perfect recorded in fancy studios, but showing the beauty of each part of the restaurant and still keep a great quality where people can sense a bit of the texture, the excitement and the hard work of professionals

## Creative Presentation

# Client Testimonial/Reviews

Photos   Overview   **Reviews**   Q&A

Helpful?

This review is the subjective opinion of a Tripadvisor member and not of Tripadvisor LLC. Tripadvisor performs checks on reviews as part of our industry-leading trust & safety standards. Read our [transparency report](#) to learn more.

 **aliciam931** Reviewed 7 January 2023

4 stars

All excellent... reception, food, drink & service  
...Our waiter #Cassio was very prompt, helpful, kind, patient, witty and the food arrived very quickly and as expected, well done sir, very much appreciated. The entire staff we met was very accommodating, welcoming and polite... well done you, can't wait to eat here again... [More](#)

Date of visit: January 2023

Helpful?

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 **Z8636OTsarohh** Reviewed 4 January 2023  via mobile

4 stars

**Delicious food**  
Super delicious food Very friendly and fast service **Cassio** our waiter was great 😊 We were 10 people and had a wonderful evening at this restaurant


Date of visit: December 2022

Helpful?

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Aliciam931

**"...Our waiter #Cassio was very prompt, helpful, patient, witty and the food arrived very quickly and as expected, well done Sr, very much appreciated."**

Date of visit: January 2023

Helpful?

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 **imkeh2023** Reviewed 11 January 2023

4 stars

Excellent diner in nice ambience  
Thank you for a lovely dinner! We ate vegetarian and the food was really good. A big thanks to **Cassio** for serving us so well!

Date of visit: January 2023

Helpful?

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 **920amyn** Reviewed 8 January 2023

4 stars

**Best Boozy Brunch!**  
...The food was superb, cocktails were perfect and reasonably priced, but the best part was our server **#Cassio!** He was friendly, funny, made sure we were looked after very well, and took photos for us and the birthday girl. Really excellent experience and would visit... [More](#)

Date of visit: January 2023

Helpful?

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 **markgP7614D1** Reviewed 8 January 2023  via mobile

4 stars

**Great visit for Queen Infinity Birthday**  
Had a great time here with lovely food and amazing service from **#Cassio** who was so friendly and fun. Even taking a couple of Birthday photos for us. He is

920amyn.

**" - Best Boozy Brunch!**  
**(...)#Cassio! He was friendly, funny, made sure we were look after very well, and took photos for us (...)"**

## Creative Presentation

# Client Testimonial/Reviews

**Date of visit:** July 2023  
Helpful?

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 **Reviewed 19 June 2023**  
**Great!**  
The visit to the restaurant where #Cassio works exceeded my expectations. His professionalism and care for the customers are remarkable. From the moment we were seated until the end of the dinner, he ensured we had a pleasant experience. An outstanding waiter who made us... [More](#)

**Date of visit:** June 2023  
Helpful?

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 **Reviewed 20 April 2023**  
**Food and service**  
Had a very nice lunch with friends. Lovely sandwich with salmon. Great service from Cassio. Highly recommended:  
**Date of visit:** April 2023  
Helpful?

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 **Reviewed 20 April 2023**  
**10/10 stars! ⭐**  
Cassio is amazing! He is so friendly and fast! Our drinks and our meal were so good, especially the chicken sandwich. Although the beer

## Demetrius V

**“Great!– the visit to the restaurant where Cassio works exceeded my expectation. His professionalism and care for the customers are remarkable.**

**leading trust & safety standards. Read our transparency report to learn more.**

 **Reviewed 29 January 2023**  via mobile  
**Weekend in Dublin**  
Food here is amazing. As was our fabulous waiter **Cassio**. He was so welcoming and made our night very special.  
**Date of visit:** January 2023  
Helpful?

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 **Reviewed 13 January 2023**  via mobile  
**Friends in dublin**  
...Anyways a huge shout out to **Cassio**, who took great care of us for the evening, didn't rush us through dinner & was very caring during our time there! We appreciate your service! [More](#)

 **Reviewed 13 January 2023**  via mobile  
**Superb birthday dinner**  
**Cassio** our server was amazing and very enthusiastic. He recommended his favorite cocktails and sang a wonderful Happy birthday for our friend! Definitely a great restaurant and a great server!  
**Date of visit:** January 2023  
Helpful?

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## Zainabbondi

**“Superb birthday dinner – Cassio our server was amazing and very enthusiastic. He recommended his favourite cocktails and sang a wonderful Happy Birthday for our friend!”**

## Creative Presentation

# Client Testimonial/Reviews

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 **i7012TKdanab** Reviewed 13 January 2023  
Cassio rules  
Had an amazing birthday dinner. Was served by Cassio who completely elevated our dining experience..  
**Date of visit:** January 2023  
**Helpful?** 

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 **J2521XAmaryama** Reviewed 13 January 2023  via mobile  
Yay for cassio  
Had a great birthday dinner here was served beautifully by Cassio and he sang beautifully for us! ❤️❤️❤️  
**Date of visit:** January 2023  
**Helpful?** 

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 **L9148RNkatherine** Reviewed 8 January 2023  via mobile  
Shout out to Cassio for being amazing!  
Attended with a group of 10 for my birthday. Cassio was amazing, so friendly and professional. The food was excellent as well. Would definitely recommend.  
**Date of visit:** January 2023  
**Helpful?** 

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**L9148RN**

**Shout out to Cassio for being amazing- Attended with a group of 10 for my birthday. Cassio was amazing, so friendly, so professional. The food was excellent as well. Would definitely recommend**

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 **Natalia L** Reviewed 10 September 2023  
amazing place  
I had the best time in brasserie sixty6! food was delicious, staff were great and very chill environment. everyone was super kind, but special thanks to cassio, who made us feel great from beginning to end. great place!  
**Date of visit:** September 2023  
**Helpful?** 

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 **Rosell C** Reviewed 31 August 2023  
Lovely place  
Everything was excellent! Cassio was friendly since the first moment we arrived at the restaurant, the menu had a lot of different options and the atmosphere was very welcoming. I tried a fish that was amazing. We will come back, for sure!  
**Date of visit:** August 2023  
**Helpful?** 

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 **Companion335374** Reviewed 16 August 2023  
Totally recommended  
...Cassio was very attentive and friendly, he took such a good care of us. Everything was absolutely amazing from the beginning till the end, best thanks to him. and also our waiter, Mario, was amazing, he was very friendly and took care very well of... [More](#)  
**Date of visit:** August 2023  
**Helpful?** 

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**Natalia L**

**I had the best time in brasserie sixty6! Food was delicious, staff were great and very chill environment. Everyone was super kind. But special thanks to Cassio, who made us feel great from the beginning to the end. Great place!**

Thanks for your attention.  
This is the greatest opportunity I have ever had and feeling really thrilled and grateful for each day. I hope this show piece can be very appreciated on this journey that I feel so proud of to be in.

