

Valentina Cruz

Commercial Photographer

Commercial and editorial photographer with 6 years of experience shooting food, product, and lifestyle campaigns for brands across Mexico and Latin America. Delivered 90+ commercial projects for clients including national restaurant groups and CPG brands, with images used in campaigns reaching 12M+ people. Run a full-service studio workflow from creative treatment to color-graded delivery, always on deadline.

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WORK EXPERIENCE

Freelance Commercial Photographer

Self-employed (Studio Cruz)

01 / 2022 - Present | Mexico City, Mexico

- Shoot 25-30 commercial projects per year for food, beverage, and lifestyle brands, including Grupo Alsea restaurant chains and 2 national beer campaigns
- Produced the hero imagery for a snack brand's national relaunch: 120 final assets across packaging, OOH, and social, used in a campaign reaching 8M+ consumers
- Manage end-to-end productions with budgets up to MXN 450,000: crew of up to 8 (assistants, stylists, digital tech), locations, and talent
- Deliver retouched selects within 5 business days on 95% of projects; client repeat rate of 70%
- Grew Instagram portfolio to 38K followers, which now sources roughly a third of inbound briefs

Staff Photographer

Food and Travel Mexico (magazine)

03 / 2020 - 01 / 2022 | Mexico City, Mexico

- Shot 15+ editorial features per year, including 6 covers; covered chefs, restaurants, and destinations across 9 states
- Turned around same-day edits for digital features, growing the web gallery's average time-on-page by 40%

Photography Assistant

Estudio Nuve (advertising photography studio)

06 / 2019 - 02 / 2020 | Mexico City, Mexico

EDUCATION

BA in Communication, Specialization in Visual Media

Universidad Iberoamericana

08 / 2014 - 05 / 2018 | Mexico City, Mexico

PROJECTS

"Mercados" personal series

- 40-image documentary series on Mexico City markets; exhibited at Foto Mexico festival 2024 and featured by 3 national publications.

SKILLS

- Commercial and editorial photography
- Production management and budgeting
- Food and product styling direction
- Studio and location lighting (Profoto)
- Capture One
- Tethered shooting
- Adobe Photoshop and Lightroom
- Retouching and color grading
- Creative treatments and shot lists
- Drone photography (certified)
- Client presentation

CERTIFICATES

Drone pilot certification

AFAC (Mexican civil aviation authority)

01 / 2023

Capture One Certified Professional

01 / 2022

LANGUAGES

Spanish

Native or Bilingual Proficiency

English

Full Professional Proficiency