**Daniel Castillo Jr.**

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**Summary**

A dynamic, lead marketing coordinator with a solid business acumen and a reputation for delivering strong, effective communication solutions. An enthusiastic and imaginative creative professional.

**Skills**

Advertising Planner • Branding • Communications Coordinator • Copywriter • Digital & Print Designer

Event Planning and Development • Illustration • Photo Editing • Project Manager • Social Media Management

**Software**

Adobe CC: Photoshop, Illustrator, Acrobat, InDesign, Dreamweaver, Fireworks, Flash

Microsoft: SharePoint, Word, Excel, PowerPoint, Teams

Google: G Suite, Drive, Docs, Slides

**Web Development**

Programming: HTML, CSS, JAVASCRIPT

CMS Admin: WordPress, Joomla

SEO

**Experience**

**Harris County Community Services Department**

**Digital Marketing Coordinator** • July 2022 - present

Provide expertise and insight into the website redevelopment process for internal stakeholders.

Audit and build out existing email marketing system for improved performance and efficiency.

Reviewed all current printed marketing collateral and developed processes to integrate content into existing social media and web channels to drive traffic and capture metrics for analysis and reporting.

Write, edit, and revise documents for Administrative and Executive leadership.

Assist at Community Events under the direction of the Assistant Director of Marketing and Communications. Assistance includes photography and the set-up and teardown of events.

Research emerging technologies for MarComm and Social Media applications for department activation.

Migrate existing websites to new hosting providers. Review, test, and activate websites once the migration is completed.

**Silver Eagle Distributors**

**Marketing Coordinator** • August 2021 - July 2022

Lead Graphic Designer for internal communication programs and events. Responsible for the creative direction, design, and production of all event collateral.

Write, edit, and distribute email newsletters for both internal and external audiences.

Research, analyze, and disseminate information about products and trends in the development of editorial content.

Support the Sr. Corporate Social Responsibility Specialist at high-profile event activations.

Corporate Social Responsibility Coordinator; perform staffing, inventory, activation, tear down, and reporting for CSR programs.

Coordinate production of monthly advertising for National Accounts.

Develop, implement and maintain company-wide point-of-sale sign system.

Produce marketing materials for large scale campaigns and special events.

**Thomas PrintWorks**

**Customer Service Representative** • March 2013 - April 2015

Liaison for multiple national retail clients and architectural firms.

Oversaw the production of sign campaigns, which included the kitting, freight and tracking of the finished product.

Developed and managed work plans with department managers.

**Whole Foods Market – Wilcrest**

**Graphic Artist** • March 2012 - March 2013

Supported system wide marketing initiatives within a grocery retail environment.

Designed and produced custom point-of-sale advertising and marketing collateral.

**Houston Public Library**

**Senior Graphic Designer** • May 2005 - July 2011

Rebranding campaign awarded Texas Library Association 2010 Branding Iron Award: Best of Show, Brands and Logo.

Provide influence and support of creative direction of advertising, marketing and public relations plans.

Created custom web pages for system-wide events and customer alerts.

**Printing-X-Press** | **Graphic Designer** • January 2004 - April 2005

**Houston Parks and Recreation Department** | **Graphic Designer** • September 2002 - June 2003

**The Jewish Community Center of Houston** | **Graphic Designer** • July 1999 - September 2002

**Education**

**Bachelor of Arts** | University of Houston | Honors: *cum laude*

*Major: Integrated Communication, Minor: Technology Leadership and Innovation Management*

**Associate of Applied Science** | Houston Community College | Highest Honors

*Major: Digital Communications - Web Publishing Specialization*

**Associate of Applied Science** | Art Institute of Houston

*Major: Visual Communications*

**Licenses & Certifications**

Email Marketing | Issuing Authority: Mailchimp | July 2023

Sprout Social | Issuing Authority: Sprout Social Platform | January 2023

Facebook Certified Digital Marketing Associate | Issuing Authority: Facebook | October 2021

Facebook Social Media Marketing Professional Certificate | Issuing Authority: Coursera |October 2021

*Digital Portfolio is available at mrcastillocs.com.*