

Angela Castillo

Dallas-Fort Worth

Bilingual Corporate Creative Communications & Graphic Design Specialist

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Work in Progress Website: <https://angelacastilloportfolio.wordpress.com/>

Portfolio Website: <https://angelacastilloep.wordpress.com/>

Skills

An **intuitive** Marketing and Graphic Design Specialist **passionate** about creating effective, enticing ways to **communicate corporate messages** to the masses.

Experience

BridgeWork Partners | **Marketing and HR Assistant**

JUNE 2022 - PRESENT, CARROLLTON, TX

- Work closely with the CEO and VP of Marketing and People to elevate communications among team members and clients
- Responsible for providing top-quality graphic design elements that help reach the highest level of sales and business development during the company's 15-year milestone
- Manages BridgeWork Partners' social media campaigns for effective marketing, creating visibility for clients and prospects by larger than 1500%
- Build resumes for internal and external hires by updating templates, font, and structural measures
- Create Internal and External communications using Constant Contact and Microsoft
- Design print media: business cards, sales tags or postcards, capability statements, and the Employee Handbook using Adobe Illustrator and InDesign

The Rotary Club of Fort Worth | **Social Media Assistant**

JANUARY 2022 - MAY 2022, FORT WORTH, TX

- Created and curated content for Facebook and LinkedIn
- Launched Instagram and then proceeded to maintain all three platforms with content to match the audience
- Drafted newsletter content, 'Member Spotlights,' which coordinated with scheduled social media content and created a media marketing campaign that elevated the community view of the members within the organization
- Designed and published for print, presentation boards, and signage

The Ronald McDonald House of Fort Worth | **Graphic Design Intern**

MAY 2021 - AUGUST 2021, FORT WORTH, TX

- Attended and noted meetings hosted by the House department heads and various off-site meetings hosted by local non- and for-profit organizations
- Created and curated content for Facebook, Instagram, and LinkedIn
- Designed and published for print newsletters, presentation boards, and signage
- Practiced online and web media such as videography, photography, and GIF creation
- Created virtual evergreen content to update social media consistently

The Rambler Media Group | Content Producer

AUGUST 2020 - DECEMBER 2021, FORT WORTH, TX

- Reported and wrote campus news articles that required virtual and in-person interviews
- Photography, videography, and media editing skills
- Designed and curated content using Canva, Illustrator, and Hootsuite for social media content and production
- Received the distinction of Rambler Reporter of the Year 2020 - 2022

Education

Texas Wesleyan University | B.S. Mass Communication

AUGUST 2018 - MAY 2022, FORT WORTH, TX

- GPA 3.9

Certifications

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- LinkedIn Learning: Social Media Marketing Strategy: TikTok and Instagram Reels
 - LinkedIn Learning: Marketing on Instagram
 - MeltWater Academy: Influencer Marketing - Industry Specialist
 - Hootsuite: Social Marketing Certification
 - MeltWater Academy: Social Media Marketing - Industry Specialist
 - Hubspot Social Media Certification
 - Hootsuite Platform Certification