

CAT CASTORO

MARKETING DIRECTOR &
GRAPHIC DESIGNER



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SUMMARY

Passionate and skilled Marketing Director with over a decade of experience in graphic design, animation, and multimedia communications. Comprehensive understanding of the marketing landscape, including targeting ads for social media campaigns, email campaigns, and app design. Currently a full-time Marketing Director.

10 YEARS OF *EXPERIENCE*

Marketing Director
Genius INC - Tampa, FL
March 2023 to Present

Led the strategic promotion and dissemination of educational materials, ensuring a clear and powerful

SKILLS

- **Adobe Creative Suite**
- **Graphic Design**
- **Web Design**
- **Project Management**
- **Content Creation**
- **Marketing**
- **Product Design**
- **Branding**
- **Other Skills:** Illustration, Photography, Visual Design, Art Direction, Communication Skills, Sales, Customer Service, Analytics, Automated Optical Inspection, Application Development

EDUCATION

AA - Liberal Arts

Broward College

BA - Multimedia Practicum (INC)

Florida Atlantic University

message of inclusivity and the attainable genius within everyone, regardless of age or background.

- Product Development
- Content Creation
- Graphic Design
- Launched Social Media Channels
- Launched Website
- Budget Planning
- Internal Organized Product

Creative Director

Bodenvy - Orlando, FL

August 2021 to March 2023

My mission at Bodenvy is to bring the next big thing to the table. I lead a team of thinkers and doers, and I harness that mix by applying my marketing expertise and understanding the business by promoting our company to valued clients. I love to inspire others and take it to another creative level. I have ten years of experience in design and a drive to inspire and connect with people through multimedia.

- Build, lead, and review the work of the creative team in the production of all web, print, and digital marketing collateral
- Spearhead and manage content strategy for both small-scale and large-scale projects, harnessing strategy, digital and brand design, compelling content, and technology
- Collaborate with the marketing and sales departments in developing marketing plans, analyzing results, and identifying opportunities
- Develop internal marketing campaigns that translate marketing objectives across business units into clear and motivating creative strategies
- Analyze brand tracking, market trends, consumer needs, and the competitive landscape
- Updating and creating landing pages and webpages that are desktop and mobile-friendly.
- Finding talent and directing photoshoots with a photographer
- Conduct brainstorming sessions with the creative team, maintaining strategic and creative thinking to develop innovative and actionable creative initiatives in a fiscally responsible manner

Digital Designer

Healthcare Services of Florida - Orlando, FL

March 2020 to March 2021

In 2020, I worked with my client, Dr. Bajaj, owner of United Healthcare, which encompasses multiple healthcare ventures, including specialty medical practices and ACO platforms. During this time, I helped rebuild websites, patient forms, and notifications to alleviate patients' concerns about COVID-19.

- Created and launched 20+ Healthcare websites
- Updated digital and print material
- In charge of Video Creation pre-production and post-production

3D Exhibit Designer

Exhibit Experience - Orlando, FL

November 2019 to March 2020

- **Design and Development:** Create innovative and visually appealing 3D trade show booth designs that align with clients' branding and marketing objectives.
- **Client Collaboration:** Work closely with clients to understand their needs, goals, and preferences, and incorporate their feedback into the design process.
- **Conceptualization:** Develop initial design concepts, sketches, and 3D models to present to clients for approval.
- **Technical Drawings:** Produce detailed technical drawings and specifications for the construction and assembly of trade show booths.
- **Material Selection:** Recommend appropriate materials, finishes, and graphics to enhance the overall look and functionality of the booth.
- **Project Management:** Manage multiple design projects simultaneously, ensuring timely delivery and adherence to project timelines and budgets.
- **Collaboration:** Collaborate with internal teams, including project managers, engineers, and fabricators, to ensure seamless execution of booth designs.
- **Trend Awareness:** Stay updated on industry trends, materials, and technologies to incorporate innovative ideas into booth designs.

Motion Graphics Designer

Magic Memories - Orlando, FL

September 2018 to November 2019

- Strong technical skills and proven ability to use a variety of software (Photoshop and After Effects).
- The ability to partner with other creative team members and key stakeholders to create content used across a variety of platforms (web, mobile, video, and more).

- Able to work in a fast-paced environment and have strong project management skills.
- Meet with clients, internal and external, to understand needs and share ideas

Design Manager

Wildlife Trading Company - Orlando, FL

September 2017 to August 2018

- Develop and design manufactured products, such as Wildlife Artists Plush and children's toys.
- Combine artistic talent with research on product use, marketing, and materials to create the most functional and appealing product design.
- Thinking Creatively - Developing, designing, or creating new concepts, ideas, relationships, or products, including artistic contributions
- Works on a variety of products and activities, such as websites, advertising, videos, posters, product packaging, exhibitions and displays, corporate communications, and corporate identity.

Digital Marketing Manager

PEC-Orlando, FL

April 2016 to September 2017

- Develop marketing strategies based on pre-existing knowledge, ongoing research and best practices to effectively further the reach of the company and products.
- Work with the management team to plan sales (revolving around holidays, etc) and utilize Big Commerce's marketing tools to create coupon codes.
- Maintain social media platforms - populating engaging content on our company's platforms, responding to customer inquiries via social media, utilizing social media as a customer acquisition source by joining social groups or other methods (such as Google + groups) and run social media ad campaigns as needed.
- Our current platforms include Facebook, Twitter, Youtube, Pinterest, LinkedIn and Google Plus. • Create monthly newsletters - Every month, put together informative newsletters for the company's partners, customers and leads.
- Produce marketing emails to sell the company's products. These emails may be directed to leads from tradeshow, website visitors or other various contacts and are designed to further inform potential customers about the value of our products and ultimately close sales.
- Email production is done within our main ERP system, Aileron.
- SEO optimization - Maintain a list of keywords and utilize the keywords for all content writing, website updates such as headers and image descriptions, ad development, and social media management to maintain the company's high search engine rankings.

Graphic Designer

Talk.edu - Fort Lauderdale, FL

September 2014 to February 2016

Talk International is an educational company, and as a Graphic designer and Web designer it is critically important that the render of our site + images are commercially acceptable and do not go against social norms. Entering as a Graphic designer I continue and grow to be a well-rounded Web Designer.