

Dan Castillo - Marketing Manager | Sr. Designer

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Seasoned Marketeer with a proven track record of enhancing brand visibility, engagement, and revenue generation. Skilled in leading cross-functional teams and delivering impactful results for businesses. Proficient in Graphic Design, Art Direction, Branding, E-commerce, SEO, PPC, Social Media Marketing and Live-Sales.

RELEVANT SKILLS

- *Strategic planning and execution of E-commerce, Social Media, and PPC marketing strategies.*
- *Proficiency in Adobe Cloud, creating engaging visuals, mock-ups, and wireframes.*
- *Experienced in using collaborative apps and office programs for efficient project management.*

PROFESSIONAL EXPERIENCE

Mission Renaissance Fine Art Classes / Pasadena, CA - Marketing Director 2020 - '25

Critical in creating Live Online Art Classes, taking the in-studio experience into homes across the country. Provided web and print design, SEO and Social Media marketing strategy.

GDL Creatives / Los Angeles, CA - Social & Web Graphic Designer 2019

Content creation for an agency, primarily focusing on fashion, food, and other clientele. Demonstrated exceptional skill in both project management and account handling.

BVW Jewelers / Reno, NV - Marketing Director & Designer 2013 - '18

Established the entire online and print marketing strategy from the ground up. Maintained retail website, SEO, Facebook and Google Ads account remotely. Took the brand to number one in local organic search listings.

InterMedia Advertising / Encino, CA - Interactive Art Director 2007 - '13

Formed an Interactive division of a traditional ad agency. Used creative vision and hands-on production skills to elevate the identity of national brands.

Broadcaster LLC: AccessMedia / Woodland Hills, CA - Sr. Web Designer 2002 - '05

Performed tasks ranging from production design to creative direction on high-profile interactive entertainment projects such as Universal, Sony Music, JDate, Luxury Link, and KIA.

Creative Under Pressure / Los Angeles, CA - Sr. Designer & Owner Ongoing

Owner and lead designer of a digital studio that provided graphic design, UX design, SEO & marketing services for a wide variety of small to medium-sized clients.

EDUCATION

Art Institute of California / Santa Monica, CA - Bachelor of Science, Graphic Design 2001

UX Design • Art Direction • Marketing & Brand Strategy • Public Relations & Promotion • Product Development