

DANIELLA CASTRO



My goal is getting into the consumer's heart by creating inspiring digital content. I consider myself as an individual who is constantly looking to innovate and stand out. More than critical and analytical, I am also a creative thinker that can come up with strategies to elevate the desired brand awareness.



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www.daniellacastro.com

Experience

Natalie de la Guardia/Athlete Social Media Manager

February 2018 – November 2018

- Organized daily social media and content calendar
- Created, produced, and edited content (campaign videos, workout videos, GIFS)
- Growth rate of followers was of 7% monthly

6 Shore Road E-Commerce Intern

August 2018 – September 2018

- Completed sales reports
- Tracked products featured in marketing exposures
- Assisted in the design of SPRING/SUMMER18 Lookbook
- Maintained and updated the product database, including addition of new products
- Researched for future consignments with boutiques all over the US and International
- Organized retail showroom
- Assisted on Instagram platform

Oscar de la Renta Marketing and Visual Merchandising Intern

June 2018 – July 2018

- Assisted the aesthetic and culture of the brand by planning visuals of stores and office showroom.
- Created and designed lookbook of new season merchandise
- Photographed products for the wholesale lookbook
- Created and generated poster ads for in store display
- Design thinking in new season campaign

The Boho Avenue Blogger- Co-owner

March 2015-November2016

- Managed social media and website
- Managed promotional contracts with Panamanian and International brands
- Wrote copy and produced content weekly increasing followers to 4k+
- Named one of the top 10 bloggers and influencers in Panama

Education

Savannah College of Art and Design

September 2016 – May 2019

Major: Fashion Marketing and Management

Cum Laude

Honors and Awards

Silver Clio Fashion and Beauty Award

Dean's List 2016-2019

Skills

Creative Direction
Creative Collaboration
Content Creation
Marketing
Graphic Design
Video/Photo Editing
Visual Merchandising

Software

Adobe Photoshop
Adobe Illustrator
Adobe After Effects
Adobe Premier
Adobe InDesign
Adobe XD
Microsoft Excel
Microsoft PowerPoint

Languages

English
Spanish