

ASH CASTELLINO

CONTACT 

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EMAIL ADDRESS 

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LINKEDIN 

www.linkedin.com/in/ashcastellino

PORTFOLIO 

www.chvos.com

ABOUT ME

- An innovative marketing and design professional who is organized, dedicated, and committed to excellence
- Skilled in developing workable solutions to help increase market share, sales and brand awareness
- Insightful, analytical thinker with a knack for multi-tasking, adaptability and flexibility with a keen attention to detail and a strong desire to learn
- Active team player focused on building trusting relationships with clients and co-workers

TECHNICAL SKILLS



HTML



CSS



Illustrator



Photoshop



Dreamweaver



Flash



InDesign



MS Office



AdWords



Analytics



HootSuite



MailChimp



Wordpress



Shopify



Salesforce



Zoho CRM

SKILLS

Brand Development
Social Media Marketing
Business Development
OFA (First Aid Certified)

Graphic & Web Design
Communication Design
Internet Marketing
Wordpress

SEO/PPC Marketing
Content Marketing
Lead Generation
CRM

Marketing Analytics
A/B Testing (Split Testing)
E-Commerce
Relationship Building

WORK EXPERIENCE

Marketing and Communications Coordinator (Jan 2018 to present)

BOOTLEGGER CLOTHING

- I assist in the planning and execution of various marketing initiatives including product launches, seasonal campaigns, digital marketing, print & media advertising, POP materials, event planning, promotional signage, and community/non-profit initiatives.
- I create and develop weekly and monthly marketing materials that are used to communicate to all brick-and-mortar stores about various company initiatives such as promotions, sales, product launches, home office directives, etc.
- I assist in the planning and execution of the social media content on a daily basis. This involves copywriting, content creation and graphic design. I analyze key trends and gather data to help generate relevant social media content.
- I assist in the planning and executing of seasonal product campaigns, collaborating with the design and photography teams, managing campaign timelines, monitoring the campaign process to ensure deadlines are met; tracking campaign progress and communicating regularly with suppliers, coordinating the required signage to all stores, and providing storewide support during the campaign timeline.
- I identify and recommend local events and opportunities for store or company level presence and participation within specific geo-targeted regions to create brand awareness and to help drive store and online traffic.
- I oversee the signage and marketing materials that get sent to all brick-and-mortar stores. I coordinate with suppliers to provide any storefront support when needed, create PO's, and ensure invoices are paid in accordance with company policy.

Marketing, Design & Operations Specialist (July 2012 to Jan 2018)

QUALITY AWNING & SIGNS / FOCOS DISPLAY PRODUCTS

- I set up a Google Adwords and Analytics account, performed A/B split testing and gathered marketing data, including market trends, pricing, competitor offerings, etc. With these, I managed to comprehensively improve the search engine rankings within the local Vancouver area. I focused on a dual strategy of using paid keywords as well as optimized the content on the website and social media to boost organic search results.
- I was responsible for creating various marketing campaigns including online advertising, website strategy and design, social media, mobile, and deliverables; generating marketing and sales reports; and generating qualified leads for the sales team.
- I automated the email marketing process using MailChimp and captured subscriber lists in line with Can-Spam Act guidelines.

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>> WORK EXPERIENCE (contd.)

- I was tasked with the conceptualization, development and implementation of the company website. I redesigned the company website (Quality Awning & Signs) and the e-commerce website (Focos Displays) using Wordpress. I composed concise, SEO-friendly content and created interactive graphics to educate clients.
- I assisted in the setup and management of the CRM (Salesforce & Zoho) This was done to encourage customer retention, loyalty, and to maximize marketing opportunities.
- I created accounts on social media which were updated regularly with engaging content. I focused on industry trends, measured traffic to maximize visibility and educate clients, and facilitated conversations with existing and potential clients.
- I set up & managed an eBay store overseeing operations like sales, shipping, customer service, and inventory management.
- I designed brochures showcasing the company's experience to maximize exposure. Other initiatives included creating promotional materials such as manuals, data sheets, flyers and other materials using Adobe Illustrator, Photoshop, and Office.
- I coordinated, organized and participated in a number of successful trade shows in the local Vancouver area.

Marketing and Communications Associate (February 2011 to May 2012) **MD DEVELOPMENT CORP.**

- I was tasked with designing content for sales presentations, catalogs, brochures and direct mail campaigns.
- I assisted in a variety of advertising initiatives and lead generation through social media and local community directories.
- Other activities I undertook included assisting in organizing sales seminars and information sessions for clients.

Sales and Customer Service Associate (July 2009 to November 2010) **LEON'S FURNITURE**

- I successfully maintained consistently strong sales figures by employing a value-based approach which helped increase customer loyalty and referrals. Other activities included preparing and administering sales contracts and POS transactions.

Marketing and Events Intern (January 2009 to April 2009) **SPHERE ENTERTAINMENT**

- I helped organize live shows and also managed sales and inventory at these events. Other activities included designing brochures and managing the company database on a daily basis.

EDUCATION

Certificate - Digital Media Skills (2011 to 2012) **ONTARIO COLLEGE OF ART & DESIGN (OCAD)**

Adobe Illustrator Adobe Photoshop Adobe InDesign Adobe Flash Web Art & Design (HTML/CSS)

Post Graduate - Strategic Relationship Marketing (2008 to 2009) **GEORGE BROWN COLLEGE**

Marketing Analytics Database Marketing Computer Applications (SAS, Microsoft Access)
Internet Marketing Direct and Interactive Marketing Financial Analysis Data Mining

Bachelor of Arts - Economics / Commerce (2004 to 2007) **ST. XAVIER'S UNIVERSITY**

Economic Theory Marketing Management Financial Analysis Basic Accounting
Entrepreneurship International Business Macro-Economics French

OTHER ACTIVITIES

- Volunteer at the Herbie Fund Mistletoe Ball and Silent Auction 2009
- Volunteer at the Special Olympics 2005
- Part of the varsity soccer team that were finalists at the 2006 University Cup