

ASH CASTELLINO

CONTACT

604.446.5274

EMAIL ADDRESS

ashncastellino@gmail.com

LINKEDIN

www.linkedin.com/in/ashcastellino

PORTFOLIO

www.chvos.com

ABOUT ME

- A highly motivated 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



InDesign



InDesign



AdWords



Analytics



HootSuite



MailChimp



MS Office



Wordpress



BigCommerce

SKILLS

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

Internet Marketing
Communication Design
Relationship Building
Wordpress

SEO/PPC Marketing
Content Marketing
Lead Generation
Graphic Design

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

WORK EXPERIENCE

Marketing, Design & Operations Specialist (July 2012 to present)

QUALITY AWNING & SIGNS / FOCOS DISPLAY PRODUCTS

- I was tasked with the conceptualization, development and implementation of the new company website. I redesigned the company website (Quality Awning & Signs) using Wordpress and organized it into multiple pages showcasing the various services and past projects done by the company. I also added a testimonials section to demonstrate customer satisfaction. Other pages included an about page, contact page and other related content.
- I redesigned the e-commerce website (Focos Displays) using Wordpress showcasing the various products offered. I focused on a minimalist design with an emphasis on concise, optimal content while maintaining an interactive element for older customers.
- I created accounts on Facebook, Twitter, Instagram, Hootsuite and LinkedIn which were updated regularly with information and pictures of the various projects we undertook. I also assisted in automating company newsletters using MailChimp.
- I set up a Google Adwords and Analytics account and performed A/B split testing using VWO. 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 websites to boost the organic search results.
- I set up and managed an eBay store (Focos Displays) overseeing the daily operations including 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.
- I was also tasked with the hiring and training of new staff as well as handling of the day-to-day operations when called upon.

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 many 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.



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>> WORK EXPERIENCE (contd.)

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

REFERENCES

Tony Bavasah

SALES MANAGER, QUALITY AWNING & SIGNS

Tel: 604.341.9887

Tien Long

MARKETING, LEARNING CENTRE

Tel: 778.713.5949

HOBBIES x INTERESTS

Designing websites and digital art

Playing guitar and writing music

Playing soccer, basketball and tennis