Sheldon Raphael Castellano (Raphael is preferred)

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Professional Summary

AI Trainer & Data Specialist with hands-on experience in **no-code AI projects, model evaluation, and prompt engineering**, combined with 20+ years in remote support, IT, marketing, and project management. Skilled at **curating datasets, training AI models, and optimizing AI workflows** while applying creativity and operational insight.

Core Skills

- AI Model Training & Evaluation (Text & Image)
- Data Annotation & Dataset Curation
- Prompt Engineering & AI Testing
- No-Code AI Tools (Firebase, TensorFlow.js, Model Builders)
- Project Management & Workflow Optimization
- Social Media & Graphic Design Integration
- Remote Customer Support & P2P Communication

Professional Experience

Freelance AI / Virtual Assistant & Data Specialist
2025 – Present

- Built AI projects including sentiment analysis, image classification, and AI game logic using no-code platforms.
- Curated and labeled datasets, performing quality checks for accurate model training.
- Optimized AI workflows and applied automated tools for research and client support.

Amy's Dream – Assistant Manager & Graphic Designer
2021 – 2024

- Managed administrative workflows and coordinated staff communications.
- Designed digital content, graphics, and branding materials for campaigns.
- Increased social media engagement and streamlined internal processes.

Boss Pepper Sauce – Owner & Marketing Lead
2018 – 2022

- Developed branding, ad campaigns, and AI-assisted marketing strategies.
- Created logos, labels, and online content to grow the brand.
- Automated order management and customer communications.

Kiss Baking Company – Sales Representative

2014 – 2018
- Conducted P2P customer engagement, demos, and feedback collection.
- Built relationships and supported local marketing efforts.

Technoglory Enterprizes Ltd – IT & Customer Support Specialist
2008 – 2014
- Provided IT support, troubleshooting, and system installations.
- Handled escalations and supported digital projects for clients.

Projects

MovieReview-SentimentAI (GitHub)
- Built a no-code NLP model to classify movie reviews (positive/negative).
- Preprocessed data, trained the model, and evaluated outputs for accuracy.

Plant Disease Image Classifier (GitHub)
- Developed an image classifier for plant diseases using no-code AI tools.
- Applied dataset preparation, labeling, and model evaluation.

AI Chess Game (Firebase)
- Developed AI-driven chess logic for online/offline gameplay.
- Designed user interactions and tested AI opponent strategies.

Firebase Uploader Tool (Firebase)
- Built a no-code uploader for scalable file management.
- Automated repetitive tasks and improved workflow efficiency.

Education
- Pleasantville Senior Comprehensive – Math, Biology, Life & Business Skills
- YBIT – Business & Technical Studies