



Luis Alfonso Castillo

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OVERVIEW

Incredibly driven creative with a business background that excels in both team and independent work settings. Very passionate about branding and business development. Turn visions into creative, detail-oriented, and innovative results that capture consumer's attention. Experienced in brand strategy, social media, graphic design, web design, web development and more.

EXPERIENCE

Freelance Work, March 2014 – Present

- Projects have included brand strategy, graphic design, logo design, stationery, and marketing collateral for various clients
- Responsibilities include brainstorming, research, a self-directed design process, client presentations, scheduling, meeting deadlines, invoicing, and advising clients

Creative Director, October 2013 – April 2014

KIDSPORTS Invitational, Eugene, OR

- Rebranded the event by redesigning all digital and print material (e.g., logo, t-shirts, fliers) to create a new identity that repositioned the brand and led to a 50% increase in attendance
- Designed, developed, and manage the event website www.kidsportsinvitational.com
- Improved website efficiency by using Google Analytics and SEO to establish an internet presence
- Developed various marketing strategies and worked on the Facebook social media account to increase brand awareness, increase consumer engagement, and increase sales
- Secured a sponsorship deal worth \$1,200

EDUCATION

University of Oregon, Eugene, OR
Bachelor of Science, Business Administration
Expected June 2015

Sunset High School, Portland, OR
CTE Business Career Pathway
June 2011

ACTIVITIES

Warsaw Sports Business Club
University of Oregon, Eugene, OR
October 2013 – Present

LINKS

Portfolio – www.alfonsoc.com/portfolio
LinkedIn – www.linkedin.com/in/alfonsocastillo

LANGUAGES

English – Fluent
Spanish – Fluent
French – Beginner
HTML – Advanced
CSS – Advanced

SOFTWARE

Adobe Photoshop – Expert
Adobe Illustrator – Advanced
Adobe Dreamweaver – Advanced
Adobe After Effects – Intermediate
Sony Vegas Pro – Intermediate

INTERESTS

Sports
Music
Photography
Video Production