

# Emily Castillo

Attleboro, MA | 978-726-6158 | [emilycastillox@gmail.com](mailto:emilycastillox@gmail.com) | <https://www.linkedin.com/in/emilycastillox/>

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## EDUCATION

### College of the Holy Cross

Bachelor of Arts, International Studies & Chinese  
Head Resident Assistant/Resident Assistant  
Office Assistant, Chinese Conference Coordinator

Worcester, MA

May 2019

2016-2019

2017-2019

## PROFESSIONAL WORK EXPERIENCE

### Software Engineer, Resilient Coders, Boston, MA

March 2022-Present

- Develop full stack web applications with different frameworks and backend support
- Design interactive websites with responsive features
- Collaborate with a team of developers to build web applications using best practices
- Work with clients to create custom projects

### Founder, Goodnite Candle Co, Attleboro, MA

March 2021-Present

- Manage budget and business plan to ensure operations, costs and supplies are maintained
- Collect sales data to innovate new products and schedule weekly social media content for TikTok, Pinterest, and Instagram
- Research current trends, competition, and marketing strategies to increase sales and attract customers
- Partner and establish relationships with manufacturers for business supplies

### International Admissions Counselor, WPI, Worcester, MA

September 2020-March 2022

- Identified, implemented, and managed multiple projects for admissions and recruitment strategies in the Asia region and increase the representation of underrepresented students in STEM
- Collaborated with external and internal stakeholders on projects and marketing strategies
- Analyzed data reports to drive territory recruitment strategies and identify customer needs
- Contributed and created an annual international admissions report with data visualization in Excel and Tableau
- Established and maintained relationships with outside marketing partners, school counselors, and customers
- Conducted admissions presentations on and off-campus, in person, and virtually, building relationships with prospective and current customers
- Managed the structure and facilitation of monthly DEI discussions and programming on topics of race, equity, access, and inclusion
- Coordinated and participated in a DEI committee to work on DEI initiatives, goals, and policy changes within the undergraduate admissions office, in relation to race, equity, access, and inclusion on campus and in the admissions/recruitment process

### Traveler Support Specialist, EF Explore America, Boston, MA

July 2019-September 2020

- Collected data from PowerBI for territory and account management and to ensure customer success
- Devised and implemented several data-driven marketing initiatives for Spanish-speaking travelers to create more access to Spanish-language materials and create consistency with communication
- Consulted with parents and customers in both Spanish and English on payment plans, account management, and travel insurance
- Coordinated emails in Spanish and English for cancellations, insurance information, and account balances
- Engaged and collaborated in the newly formed DEIB Committee with a focus on developing new hiring initiatives and strategies to recruit more diverse employees and create an inclusive workplace for BIPOC
- Devised and implemented several marketing initiatives for Spanish-speaking travelers to create more access to Spanish-language materials and consistency with communication

## SKILLS

**Language:** Fluent in Spanish, Professional understanding of Chinese/Mandarin

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**Computer:** Microsoft Office Suite, Sharepoint, Outlook, TargetX, iMovie, Adobe After Effects, Canva, Zoom Suite, Notion, Workday, Qualtrics, GSuite

**Data & Customer Management:** Salesforce, Power BI, Tableau