

# JOSH V CASTRO

## GRAPHIC DESIGNER

### CAREER OBJECTIVE

I am a versatile content creator with a foundation in video editing and a passion for graphic design, developed through hands-on experience. Initially driven by the need to enhance my video projects, I honed my skills in Adobe Photoshop for image manipulation and Adobe Illustrator for branding design. Later, I embraced Canva for its ease of use and efficiency, creating compelling visual content such as YouTube thumbnails and promotional graphics. My attention to detail and creative adaptability make me an ideal candidate for a role that blends video production with graphic design, aiming to deliver high-quality content that captures attention and drives engagement.

### PROFESSIONAL EXPERIENCE:

FEB 2024 – PRESENT

#### CUSTOMER SUCCESS REPRESENTATIVE

##### SIXTH SOCIETY

- Provide frontline support by managing member inquiries through Help Scout, ensuring timely and accurate responses to maintain member satisfaction within a blockchain-based community.
- Develop and utilize annotated images, screenshots, and explainer videos to aid in troubleshooting and visually guide members through the dApp functionalities, enhancing understanding and user experience.
- Contribute to the development of educational content and visual aids for email communications, facilitating clear and effective resolution of member issues related to blockchain transactions and NFT management.

MARCH 2020 – PRESENT

#### FOUNDER AND YOUTUBE CONTENT CREATOR

##### JOSHVCASTRO (PERSONAL BRAND)

- Focused on AI technology content, demonstrating deep knowledge and research skills.
- Managed all aspects of YouTube content strategy, including optimization and audience engagement.
- Grew channel through consistent content creation and strategic planning.

AUG 2015 – FEB 2024

#### FOUNDER AND YOUTUBE CONTENT CREATOR

##### BLANK HERO (GAMING CHANNEL)

- Leveraged graphic design skills to create engaging visuals for video thumbnails, walkthroughs, and gaming guides, enhancing viewer engagement and boosting click-through rates.
- Built a personal brand in the gaming community through creative content strategies, utilizing custom graphics and consistent messaging to grow a dedicated audience base.

OCT 2022 – JAN 2024

#### YOUTUBE MANAGER AND CONTENT STRATEGIST

##### HOMELIFE MEDIA – HEARTFULL

- Successfully launched and grew the HeartFull YouTube channel to nearly 2,000 subscribers.
- Designed high-impact thumbnails and channel graphics that significantly increased click-through rates (CTR) and engagement.



### EDUCATION

#### GRAPHIC DESIGN

Self Taught

#### BACHELOR OF SCIENCE IN NURSING

Silliman University | 2008 - 2013

### ADDITIONAL SKILLS

- Adobe Photoshop ★★★★★
- Adobe Illustrator ★★★★★
- Canva ★★★★★
- CapCut ★★★★★
- Attention to Detail ★★★★★

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