

AMANDA CASTELLANOS

OBJECTIVE

To create multimedia experiences within a collaborative team where I can use my creativity and knowledge to support the company's growth, intensify community outreach, and increase brand equity.

PROFESSIONAL SKILLS

Adobe Creative Cloud
Camera operation
Sound recording
Video post-production

Sound design
Web design
Digital graphic design
Print media production

Social media marketing
Brand management
Project management
Microsoft Office

EDUCATION

Master of Science in Marketing – Digital Marketing and Advertising

Liberty University | Lynchburg, VA | 2023 (High Distinction)

Sigma Beta Delta International Honor Society, Omega Nu Lambda National Honor Society, Alpha Mu Alpha

Bachelor of Applied Science – Film, Television and Digital Production

Miami Dade College | Miami, FL | 2016 (Highest Honors)

Golden Key International Honour Society

WORK EXPERIENCE

Freelance Marketing

Jul 2023 – Present

Wild Child CC, LLC | Remote

- Designed and built the company's website and set up social media accounts
- Created the company's logo and established the colors and fonts for continuity
- Branded and built various fillable forms, the Operational Policies Handbook, and flyers
- Provided professional advice on marketing standards and best practices for growing a day care business

Publicity and Marketing Coordinator (Contract)

May 2021 – Dec 2021

CenTex Service Tribe, LLC | Temple, TX

- Designed and managed the company's website and digital assets
- Established the company's brand elements and branding continuity guide
- Consulted with the company's CEO to design marketing materials and corporate handbooks
- Filmed and edited two commercials and took photos for social media and the company website
- Created and oversaw the company's social media profiles with semiweekly posts
- Provided expertise on industry standards and best practices for marketing, branding, social media, email marketing, and video production

WORK EXPERIENCE (CONTINUED)

Marketing Coordinator

May 2020 – Jul 2021

Armed Services YMCA Killeen | Harker Heights, TX

- Maintained the company's website, social media profiles, and email lists
- Spearheaded new marketing campaigns, including a COVID-19 re-opening strategy
- Created social media graphics for the company's Facebook, Instagram, and YouTube accounts
- Filmed and edited over 50 videos for various Armed Services YMCA (ASYMCA) departments
- Collaborated with ASYMCA Department Directors and the local Seton Medical Center to create flyers, signs, and quarterly program guides for new and ongoing programs and events
- Edited two videos for ASYMCA National Headquarters (*160th Anniversary* and *Thank You, Donors*)

Swim Lesson Coordinator

Jun 2019 – May 2020

Head Lifeguard | Swim Instructor

Jul 2018 – Jun 2019

Armed Services YMCA Killeen | Harker Heights, TX

- Founded *Phantom Phins Swim Team Prep* and created the logo design, merchandise, and administrative paperwork for the team and program
- Strategically analyzed and scheduled group swim lessons, resulting in an average participant growth of 98% in the first year
- Managed and scheduled lessons for over 10 Water Safety Instructors (WSIs)
- Led monthly in-service training events and instructed American Red Cross courses
- Restructured and implemented swim lesson guidelines in the wake of COVID-19

Aquatics Lead

Apr 2017 – Dec 2017

Full-Time Lifeguard | Swim Instructor

Jul 2016 – Apr 2017

YMCA of Snohomish | Mill Creek, WA

- Coached new staff and led skills training during in-service training events
- Organized, supervised, and scheduled private swim lessons year-round
- Substitute-coached for swim team practices and swim meets on a regular basis

INDUSTRY EXPERIENCE & AWARDS

Creator | Producer | Writer | Video Editor | 2014 – 2018

Chains that Bind Us: A Webseries (pilot)

Miami Dade College – BAS Capstone Project

- **Best Web Series: Drama** – Miami Beach Film Festival (2018)
- **Audience Award** – FilmGate Miami (2016)
- **Best Poster** – Los Angeles CineFest (2016)
- **Best Web Series Nominee** – WideScreen Film & Music Video Festival (2016)
- **Official Selection** – Chicago Amarcord Arthouse Television & Video Fest Awards (2016), Bucharest Film Awards (2017), Speak Up Film Festival (2017), Whatashort Independent International Film Festival (2017), Rolda Web Fest (2018)

Video Editor | 2015

Displaced (short film)

48 Hour Film Project | Miami, FL

Producer | Writer | Video Editor | 2014 – 2015

Hacked (short film)

Miami Dade College – BAS Project

- **Best Film** – FilmGate Miami (2015)