

Ricardo Castaño IV

Writer. Proofreader. Editor.

RicksWriting.com

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Curriculum Vitae

EXPERIENCE:

March 2017 – Present:

SEASONED PROFESSIONAL JOURNALIST, Shapeways Magazine

- Content marketing focused on driving traffic to specific website features
- Interviews with community members showcasing Shapeways' diverse and vibrant range of creators
- Roundup articles featuring products sold by Shapeways creators
- Ensure SEO Optimization
- Use Wordpress CMS

June 2017 – Present:

CONTENT WRITER, ContentWriters.com

- Write item descriptions for automotive products
- SEO-focused
- Write outbound B2C emails for automotive dealerships
- Write blog posts focusing on writing and editing and SEO best practices

March 2017 – Present:

CONTRIBUTING WRITER, TheGamer

- Create list-based articles using Wordpress CMS
- Source images and provide credit via Creative Commons licensing
- Edit and revise before publishing
- Keep it entertaining

May 2014 – Present:

FREELANCE COPYWRITER, RicksWriting.com

- Find and establish new clients and maintain a healthy, working relationship with them
- Research, write, and edit web articles on a variety of different topics
- Create print advertisements
- Create radio commercials
- Proofreading and editing of work for final production
- Write, edit, and maintain social media presence
- Write outreach emails for prospective new clients and leads
- Research markets for new business
- Write study guides for visiting school field trips

Clients so far: SMZ Advertising, DS Publications, ioVista.com, WritersJobBoard.com, wiki.ezvid.com, Extreme Trends

2014-2016:

October – November 2016

PROOFREADER, Prodigious (A Division of Leo Burnett, Troy MI)

- Clients: GMC, Buick, Fleet, Certified Service, AC Delco

- Proofreading of radio, print, digital, and television ads
- Working with supervisors and clients to ensure consistency of message throughout
- Adhering to each client's specific style guide
- Editing new car model brochures
- Editing division websites

COMEDY MOVIES EDITOR, BellaOnline.com

- Creating, editing, proofreading, and promoting weekly content for website
- Managing site-specific forum community.
- Over 5,000 monthly page views
- Total Views from May 2014 – 10/19/2015, 2015: 169,411

June 2014 – June 2015

COPYWRITING INTERN, SMZ Advertising

- Created content across radio, TV, print, digital, and long-form blog posts.
- Proofread and edited content.
- Notable Clients: SVS Vision, Group 10 Management, Detroit Metro Convention and Visitor's Bureau, Grand Hotel, Michigan Lottery.

2014:

May – June

TECHNOLOGY WRITER, TheRichest.com

- Created articles over a variety of topics, focusing on analysis and critique with a humorous edge.
- Total views as of July 2014: 90,230

2013-14:

November – February

JUNIOR COPYWRITER, Driven Solutions, Inc. Ferndale, MI

- Created, edited, and proofread advertisements across several forms of media
- Notable clients: Henry Ford Village, LaFontaine Automotive Group, Wayne State University

2013:

August – November

MARKETING INTERN, The Deaf Professional Arts Network (D-PAN). Ferndale MI

- Created and edited newsletters and web copy
- Conducted market outreach

July – November

MARKETING INTERN, Michigan Opera Theatre. Detroit, MI.

- Wrote, designed, and edited:
 - Magazine articles
 - Study guides
 - Social media posts
 - Press Releases
 - Tour Brochures

2012:

January – September

PRESIDENT, Wayne Writers' Forum, Detroit, MI

- Founded organization
- Wrote proposals for and organized events on-campus
- Created and maintained social media presence

March 2012 – March 2013

EDITOR-IN-CHIEF, Wayne Literary Review, Detroit, MI

- Designed layout
- Edited and proofread Entries
- Oversaw printing process
- Curated social media presence

2010:

September – December

INTERN COPYWRITER, Driven Solutions, Inc., Ferndale, MI

- Created, edited, and proofread advertisements across several forms of media
- Voice acted in a radio commercial

January – May

COPY INTERN, The Scarab Club, Detroit, MI

- Wrote copy for social media
- Archived financial records
- Coordinated mailings
- Assisted with grant proposals

2007-2010:

July – September

TELEMARKETING AGENT, Insight Teleservices, Inc. (now Good Charity, Inc.), Taylor, MI

- Customer Service
- Trained new employees
- Sales-driven cold calling and for charitable non-profit organizations
- Call Screening
- Call Filtering

PUBLICATIONS:

Shapeways Magazine

Total Articles Published as of 6/2018: 31

Author Page: <https://www.shapeways.com/blog/archives/author/ricardo-castano-iv>

TheGamer.com

Total Articles Published as of 6/2018: 40

Total Views: 4.32 Million

Author Page: https://www.thegamer.com/author/r_castano/

WORKING STIFF: An anthology of professional wrestling themed literature and art.

“No Holds Barred: The Dookie-Free Review.” Creative Nonfiction, forthcoming (Fall 2015)

BellaOnline.com:

Total articles published as of 1/2017: 107

TheRichest.com

June 16, 2014

"Top 10 Most Anticipated Games Premiered at E3." Article, Web.

TheRichest.com

Views: 8,255

June 11, 2014:

"5 Things Microsoft Got Right at E3 (And 5 Things it Got Wrong)." Article, Web.

TheRichest.com

Views: 26,780

June 9, 2014:

"Top 10 Things We Need to See from Sony at E3." Article, Web

TheRichest.com

Views: 3,042

June 5, 2014

"Top 10 Insane Things Made Possible with a 3D Printer." Article, Web

TheRichest.com

Views: 5,937

May 29, 2014

"Top 10 Games Nintendo Needs to Announce at E3." Article, Web

TheRichest.com

Views: 55,625

May 21, 2014:

"Top 5 Reasons Apple Buying Beats is a Match Made in Hipster Heaven." Article, Web

TheRichest.com

Views: 1,564

Michigan Opera Theatre:

October 2013:

"Wagner and Verdi – Two Masters, 200 years." Article, Print.

BRAVO, the Official Magazine of Michigan Opera Theatre

Wayne State University:

March 29, 2013:

"Thirty-One Hours." (As Celestino Hernandez) Fiction, Web and Print.

Wayne Literary Review, 2013 Edition

February 23, 2013:

"Online Freelance Writing Sites: Pros, Cons, and Bullshit Filtering." Article, Web.

Wayne State University School of Library and Information Sciences

February 22, 2013:

"Playstation 4 Launch Date? Your Princess is in Another Castle." Article, Web.

Wayne State University School of Library and Information Sciences

February 21, 2013:

"Do It Yourself Book Publishing Using New Frontier Media." Article, Web.

Wayne State University School of Library and Information Sciences

April 2012:

"Castled." Fiction, Web and Print.

Wayne Literary Review, 2012 Edition

April 2011:

"A Day in the Life of the Deus Ex Machina." Play, Web (Out of print).

Wayne Literary Review, 2011 Edition

September 2010:

"An Evening with Will Alexander." Interview, Web.

EDUCATION:

2008 – 2013:

Wayne State University

Bachelor of Arts, English, Magna Cum Laude

- Honors:
 - Undergraduate Service Achievement Award
 - Presented to an English major demonstrating a strong service commitment to the academic community and the community at large.
 - Distinguished Graduating Senior Award
 - Presented to the graduating senior earning the highest GPA of English majors not enrolled in an honors program.
 - Loughhead-Eldredge Scholarship in Creative Writing
 - Awarded to students with clearly defined creative writing goals
 - Dustin Rose Memorial Scholarship in English
 - Established to recognize scholastic achievement and to encourage continued progress to students in English.
 - Tompkins Award in Poetry

2007:

Henry Ford Community College

2005 – 2006:

University of Michigan-Dearborn

2004:

Annapolis High School

Received Diploma

- Activities and Societies:
 - President - Drama Club (2003 - 2004)
 - President - Spanish Club (2001-2002)
 - Theatre (2001-2004)
 - Spanish Club (2000-2004)

SKILLS:

Creative:

- Content Writing
- Content Marketing
- Content Strategy
- Blogging
- Scriptwriting
- Editing
- Proofreading

Management:

- Coordinating
- Event Planning
- Networking
- Public Speaking
- Outreach

Programs:

- Windows 10
- Wordpress CMS
- HootSuite
- HubSpot
- Microsoft Office
- Microsoft Outlook
- Google Drive