Christian J. Castillo

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SUMMARY

Content Specialist, Full Stack Developer, Copywriter, and Editor with a background in narrative design, digital marketing, and content creation. Excellent communicator and collaborator with a strong desire to create compelling stories. Graduate of California Baptist University with a BA in English and Minor in Creative Writing; graduate of University of California, Riverside with a Certificate in Full Stack Web Development.

EXPERIENCE

APHELOPS — Remote

Story & Narrative Designer　　　　　　　　　　　　　　　　　　　May 2019 – Present
- Develop story outlines, dialogue, and copy that supports the game's overall narrative
- Pitch ideas in brainstorming sessions for on-brand story arcs and quests
- Assist in the creation of gameplay and content in collaboration with designers
- Create story outlines to integrate into the story bible

STAMATS — Remote

Digital Content Specialist　　　　　　　　　　　　　　　　　　　Oct 2022 – Present
- Write/edit content and use pages for higher ed, B2B, and healthcare websites (10 pages/week)
- Create on-brand SEO content using hierarchal storytelling methods to streamline user journeys
- Build and migrate model content and landing pages using light HTML and use cases
- Review page code for errors, determining whether to fix issues in-house or hire outside talent

IGNITE VISIBILITY — Remote

Digital PR Manager　　　　　　　　　　　　　　　　　　　July 2021 – March 2022
- Developed and manage digital PR campaigns and projects (10 clients)
- Ran high-volume email outreach campaigns (100 emails/week) and manage responses
- Earned client backlinks to sites with DA of 50+ (5 links/week)

SIEGE MEDIA — San Diego, CA

Junior Content Marketing Specialist　　　　　　　　　　　　　　Oct. 2019 – Aug. 2020
- Research various online channels for subjects and trending news stories
- Pitch 4-6 relevant topics to develop as various forms of content
- Write/edit compelling web copy for marketing websites in various verticals (1000+ words/week)
- Run high-volume email outreach campaigns (100 emails/week) and manage responses

VOLUNTEER EXPERIENCE

Contributor at Fanbase Press　　　　　　　　　　　　　　　　June 2018 – Present
- Write 1000+ word copy outlining characters, story, and review for a global audience
- Communicate and adhere to strict and quick deadlines
- Participate and develop 750+ word content for editorial series

PROJECTS

Today I Learned|github.com/chriscast94/mack-project-skills| chriscast94.github.io/mack-project-skills/
- The site's goal was to create a place where people can learn any new skill whenever they want, hassle-free, right at the push of a button.

- Developed server-side JavaScript language and base HTML file
- **Tools/Languages Used**: CSS, HTML, JavaScript

TECH SKILLS

Languages: JavaScript, HTML5 **| Applications:** MySQL 5.7, MongoDB | **Other:** SQL, CSS Heroku**,** Git, Bash, Microsoft Office Suite, Google Data Studio, SEMrush, WordPress, JSON, React

EDUCATION

UNIVERSITY OF CALIFORNIA, RIVERSIDE

Certificate in Full Stack Web Development   February 2022

CALIFORNIA BAPTIST UNIVERSITY

Bachelor of Arts in English   April 2016
   Minor in Creative Writing