

EIRA CASTILLO



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LINKEDIN.COM/IN/EIRACASTILLO

SEE WRITTEN WORK AT
SACREPUBLICFC.COM

OBJECTIVE

To obtain a position where I can continue growing as a digital communications specialist in a company where there are opportunities to advance.

SKILLS

I am fully bilingual in Spanish. I have experience using several Adobe programs, including Photoshop and Premiere. As a content manager, I have vast experience with different digital programs such as MailChimp, DFP, Formstack, WordPress, etc.

EXPERIENCE

SACRAMENTO REPUBLIC FC/CONTENT CAPTAIN

December 2016-Present

- Lead 85 percent of the written content on sacrepublicfc.com, including all of the website's bilingual content.
- Lead all social media content, including Twitter, Facebook Business, Instagram, Periscope, Snapchat, etc.
- Use digital platforms and community events to foster the relationship between the soccer club and the entire diverse Sacramento community.

SACRAMENTO REPUBLIC FC/COMMUNICATIONS STAFFER

April 2014-November 2016

- Wrote all Spanish content and monitored social media accounts as needed
- Provided broadcasters with statistics and line-ups, assisted with halftime interviews and gathered any information needed during the live game broadcasts.
- Wrote game recaps and feature pieces
- Assisted with editing website, game notes and media guide.
- Helped in live TV production of the championship game as a spotter and production assistant.

WPSL/MEDIA RELATIONS DIRECTOR

May 2014-March 2016

- Led all content for the league, which included over 90 teams across the country.
- Helped integrate an international team from Mexico into the league by handling the team's documentation to the U.S. Soccer Federation.
- Managed official website and various social media accounts, along with graphic content production for online and print distribution.
- Created a website for California Storm, one of the team's in the league which is based locally in Sacramento

KCRA 3 GENERAL NEWS INTERN

January 2014-May 2014

- Wrote extensively for the morning and midday shows.
- Produced video packages for my own news reel, recording audio, writing the script
- and editing the videos
- Assisted directors and photographers with guest segments, printed rundowns and went over scripts with the guests.
- Pitched story ideas and accompanied reporters out into the field on assignments.



EDUCATION

BA JOURNALISM/MAY 2014

Sacramento State University

Minored in Film.

Studied abroad from Sept. 2011-June 2012 at the Universidad de Valladolid in Spain.

