





# JAVIER CASTELLANOS

## ART DIRECTOR

### CONTACT

-  305 - 900 - 0828
-  Casloholdings@gmail.com
-  [javier.caslo.net](http://javier.caslo.net)
-  123 Anywhere St., Any City.  
If you got my word, I'll be there.

### SKILLS

Critical Thinking  
Funnel Optimization  
Project Management / Road Mapping  
Effective Timeframe Management  
Professional Design / Content Creation  
Full Adobe Suite |Ai, Ps, Pre.Pro, Ind, Acro.  
Professional Copywriting  
Website Development / U.X. Design  
RPA | Artificial intelligence and Automation  
Good with leveraging research for Insights  
Excellent verbal/visual communication skills

### EDUCATION

2018 - 2020

**Miami Ad Schools:**  
**Wynwood / ATL Portfolio Center**  
**Art Direction / Copywriting / Design**

At Miami Ad School, I trained as an Art Director and became a professional digital marketer. Focused on 360 creative campaigns, the coursework involved hands-on practice and critiques from top industry professionals, equipping me with expert skills in strategic and impactful marketing.

2015 - 2016

**Sheridan Technical college**  
**Science & Technology: Automotive Tech.**

Automotive Technology: Course work focus on Maintenance, Electrical, Breaks, Suspension

### LANGUAGES

English 

Spanish 

### PROFILE

Originally, I grew up in Riverside, California. Over the past 10 years, I have lived in New York, Atlanta, Miami, Fort Lauderdale, Medellin, and Bogota, gaining a wealth of cultural knowledge and technical skills in creative marketing.

As a professional Art Director, I am a product of Miami Ad School. Currently, I am looking to transition from spearheading client work on my own and as a small agency to seeking a stable role within a larger team, as I am eager to deepen my contributions in a collaborative work environment.

While I have a distinct personal brand style, I am highly adaptable and capable of embracing and executing a variety of branding aesthetics and content strategies. This flexibility allows me to integrate seamlessly with different team dynamics, enriching our projects with a variety of creative expressions.  
Brick by brick. We can build together!

### WORK EXPERIENCE

#### Art Director - Creative Director

Caslo Marketing 2020 - 2024

- As one of the Founders and Creative Director, I've had to manage teams of up to 10 people, and at times, be the sole contributor at the marketing agency. I have developed and executed a comprehensive range of services. My expertise encompasses funnel creation, market strategy research, brand design, and the development of complete corporate identities. I also personally have handled full web development projects with Zapier integrations and complex back-end setups. Additionally, I've collaborated with freelancers and client teams on specialized tasks like SEO, Meta ad management, and 3D renderings, requiring versatility and involvement in all aspects of our projects. This experience has significantly enhanced my digital marketing skills and capabilities in fast-paced, demanding environments.

#### Art Direction Intern.

Sony Music Madrid 2020

- As an Art Direction Intern at Sony Music Madrid, I was tasked with infusing a youthful and dynamic perspective into the creative processes and proposing strategically aligned visual concepts to the Art Directors. My role focused on learning and contributing ideas to increase revenue from old projects or merch for Sony's roster of artists. I collaborated closely with seasoned industry professionals to enhance artist identities and understand the process such large-name projects undertake to fulfill a premeditated strategy. truly a life-changing experience over the course of about 4 - 5 months.

#### Other Industry Experience

Hard Worker / Employee Prior - 2020

- My varied job history spans multiple industries, each contributing uniquely to my professional skill set. From customer service in retail stores to logistical planning in delivery jobs, each role has enhanced different capabilities. Time management in moving companies and food trucks, technological aptitude in tech companies, and communication skills from tutoring and dog training have all prepared me for diverse challenges. This broad experience across unrelated fields has not only diversified my abilities but also strengthened my adaptability, making me a well-rounded candidate for dynamic environments.