

Professional Experience

Chief of Operations, Digital Marketing Manager

Romance and Dance Aerobics, Carson, CA | June 2020 - Present

Recognized for outstanding performance with R&D's 'Next Level Award', a testament to leadership excellence and impactful contributions to productivity and strategy development

- Implement innovative cost-saving measures and streamline processes, resulting in a 125% increase in operational efficiency within the first year
- Facilitate the establishment of cross-promotion partnerships with complementary external companies contributing to enhanced brand visibility and market expansion
- Increased customer acquisition and enhanced client retention for dance classes through targeted marketing strategies, resulting in a 33% growth in new student enrollment and a 40% improvement in retention rates over a three year period
- Design and implement direct email & SMS/MMS marketing campaigns on a weekly basis, and improve key metrics using analytics, heatmapping and the A/B testing platform report

E-Commerce Creative Director

Wholesale Fashion Couture, Los Angeles, CA | January 2022 - September 2023

Lead overall brand aesthetic direction across all channels including e-commerce, product listing, copywriting, digital, print, and more

- Develop and monitor campaign budgets. Prepare reports and analytics on the overall performance of various marketing campaigns, including ROIs and KPIs. Increased online lead volume by 40% within one quarter.
- Implement a successful social media strategy resulting in a 30% increase in followers & engagement across all platforms, including Instagram, Facebook, & YouTube
- Deliver keyword SEO product listings on e-commerce platforms with strategic, engaging, concise, and accurate e-commerce copy descriptions

Product Display Specialist

NORDSTROM INC. / HAUTELOOK, Culver City, CA | November 2016 - June 2020

Managed Copy, Digital Imaging, Merchandising, Buying and Sample teams to ensure Sales Events met guidelines specific to each brand's aesthetic and initiatives, prior to publishing

- Improved item-to-web average publishing rate by approximately 62% (reduced from 8 days to 3 total) utilizing ERP software to streamline the necessary assets' visibility to all teams, i.e. copy, digital imaging, POs and live inventory.
- Ensured accuracy of displayed product information (style number, name, color, retail price, size range, images, description, model stats, subcategories, etc.), to reduce loss by way of returns/exchanges and maintain record of 100% customer satisfaction rate

Education

● Bachelor of Business Administration - BBA in Marketing

California State University, Long Beach | May 2016

Certifications

● B2B Sales Strategy: How to Effectively Engage Executives

LinkedIn Learning | December 2023

● Social Media Marketing: Strategy & Optimization

LinkedIn Learning | September 2023



Ashley J. Castillo

Marketing Manager

Expert in Brand Development and Market Strategy

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A Marketing Manager with 8+ years specializing in content marketing, SEO strategy, brand messaging, digital advertising strategy and paid search campaigns. A proven track record of spearheading initiatives to drive sales growth and enhance audience engagement.

Key Skills

- Team Management & Leadership
- Market Research & Data Analysis
- Content Creation & Copywriting
- Social Media Management
- Brand Management
- E Commerce SEO
- Email Marketing