

# nicole castro

## experience

### Save the Children US

Dec 2022 – Present

#### Art Director

Designed multi-platform assets across digital, social, and print to enhance engagement and fundraising efforts.

Led visual storytelling of multi-channel marketing campaigns, coordinating between internal teams and corporate partners like Amazon and TJ Maxx.

Managed project timelines and deliverables to ensure campaigns aligned with strategic goals and maximized impact.

### WITHIN

Dec 2020 – Dec 2022

#### Art Director/Designer

Designed and executed social media assets for major clients such as Casper and Forever 21.

Developed pitch decks that contributed to securing new business deals (Virgin Galactic, North Face), collaborating with cross-functional teams to align on strategy.

Worked within brand guidelines to create consistent, high-impact marketing materials.

### DDB Worldwide

Aug 2019 – Apr 2020

#### Creative Executive Assistant

Oversaw office-wide initiatives to improve team efficiency and culture, demonstrating leadership in organizational change management.

Worked directly with senior executives to streamline processes and facilitate collaboration across departments.

### Tropic Survival Advertising & Marketing

Apr 2019 – Jul 2019

#### Freelance Graphic Designer

Designed advertising materials spanning TV, print, OOH, and digital for local and international clients.

Collaborated directly with agency leadership to develop and execute 10–20 projects weekly.

Provided creative direction on new business development campaigns.

### Sodexo

Nov 2017 – May 2019

#### Marketing Coordinator/Graphic Designer

Led marketing initiatives aimed at increasing student engagement, overseeing content creation and promotional strategies.

Coordinated with social media teams, vendors, and internal stakeholders to execute campaigns on time and within budget.

## skills & tools

Illustrator  
Photoshop  
After Effects  
Premiere Pro

UX Certified (*pending*)

Figma

Mac & Windows OS

Chat GPT  
Microsoft Azure  
Adobe Firefly

Keynote  
PowerPoint  
Google Slides

## education

Advertising/Communications, B.S.  
Hispanic Marketing & Psychology Minor  
Florida State University  
*Magna Cum Laude*

## let's keep in touch!

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