

ASHER CASTELLINO

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PERSONALITY ENFJ-A

ABOUT ME

I'm a design-oriented marketing professional with expertise in crafting innovative solutions to drive market share, sales, and brand awareness. I'm a collaborative team player dedicated to fostering trust and delivering results.

CORE COMPETENCIES

Digital Marketing | Paid Advertising | Email Marketing | Data Analytics | E-Commerce | Social Media Marketing | Project Management | UI/UX Design | Graphic Design | E-Commerce

TECHNICAL SKILLS



DESIGN

Adobe Illustrator | Adobe Photoshop | Adobe InDesign | Adobe XD | Canva | Figma | Invision | Brackets | HTML/CSS | Wordpress



VIDEO

iMovie | Canva | Capcut | ClipChamp



PAID ADVERTISING

Google Ads | Bing Ads | Meta Ads | LinkedIn Ads | Reddit Ads



PROJECT MANAGEMENT

Clickup | TeamGantt | Trello | Slack



CRM

Hubspot | Salesforce | Zoho CRM



SOCIAL MEDIA MANAGEMENT

HootSuite | Later.com



EMAIL MARKETING

MailChimp



REPORTING

Google Analytics | Microsoft Excel | Google Sheets | Google Data Studio



E-COMMERCE

Shopify | BigCommerce

HIGHLIGHTS

- I built new branding and marketing initiatives for the Canadian Securities Exchange (CSE), one of Canada's top securities exchanges. This includes the re-launch of their blog/podcast, their social media feed, and their marketing collateral. Some of my branding assets were used at the World Economic Forum 2019 in Davos.
- I built new branding, marketing, and communication initiatives for Quality Awning & Signs, a local signage company. This included the re-launch of their company website, their social media feed, and all their marketing and communications collateral.
- I led the redesign of multiple websites and branding initiatives including Sparx Publishing Group, Sparx Trading, Pacific Stock Transfer, and Capital Transfer Agency.
- I led the redesign and SEO efforts of the Quality Awning & Signs website resulting in a big boost in organic SERP rankings (from nothing to Page 1-2).
- I built high-performing landing pages and ran successful multi-channel ad campaigns for the CSE, Bezdan Railing Solutions, and Galt Foundation with an average CTR of 5% and a conversion rate of over 3%. I managed paid campaign budgets of over \$50k across clients.
- I designed and developed high-performing newsletters for various clients. Average email open rates were 5-10% above industry average with similar click rates.
- I designed and developed internal and external marketing and communications collateral for Sparx Publishing Group. I was also lead in building internal employee process structures, company brand guides, design systems, etc.

EDUCATION

Certificate - UI/UX Fundamentals

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY (BCIT)

Certificate - Digital Media Skills

ONTARIO COLLEGE OF ART & DESIGN (OCAD)

Courses: Web Art & Design (HTML/CSS), Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Flash

Graduate Certificate - Strategic Relationship Marketing

GEORGE BROWN COLLEGE

Courses: Marketing Management, Database Marketing Strategies, Computer Applications (SAS, Microsoft Access), Marketing on the Web, Direct & Interactive Marketing, Data Analytics & Data Mining, Qualitative Design & Analysis, Financial Analysis, Personal & Interactive Selling

Bachelor of Arts (B.A.) - Economics & Commerce

ST. XAVIER'S UNIVERSITY

Courses: Economic Theory, Marketing Management, Financial Analysis, Basic Accounting, Entrepreneurship, International Business, Macro-Economics, Small Scale Industries, Personnel Management, French, World History

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WORK EXPERIENCE

Bezdan Railing Solutions *(Stair Railing Supplier)*

2022-25

MARKETING COMMUNICATIONS SPECIALIST

- I developed email marketing campaigns including planning, design, copy writing, and reporting, while adhering to Can-Spam Act and CASL guidelines. I increased newsletter open rates to 25% in 2022 and 2023 (Comparable industry average was 17%).
- I oversaw the successful launches of over 20 new products in the marketplace. This included campaign planning, technical product data collection and analysis, creation of new marketing communications collateral including product graphics, catalogs, brochures, e-newsletters, and social media posts.
- I pursued a multi-strategy of effective copy writing, data-driven keyword research, and technical know-how to drive visitor traffic and improve SERP rankings. I improved organic Google search rankings in specific product categories to first 2 pages.
- I designed and built over 10 location-specific landing pages for US and Canadian audiences for localized lead generation.
- I managed the social media presence increasing follower count on social channels (Instagram, Facebook & LinkedIn) by 25%.
- I created over 12 promotional and instructional videos on YouTube which generated over 75k views.
- I lead the planning and execution of paid ad campaigns including keyword research, copywriting, A/B testing, and reporting.
- I designed various physical and digital collateral such as print and web graphics, banners, social media posts, brochures, catalogs, flyers, etc.

Sparx Publishing Group *(Marketing Agency)*

2018-22

DIGITAL MARKETING SPECIALIST

- I developed and executed multi-channel marketing strategies for clients in the financial, HR, non-profit, and retail sectors to drive user engagement and generate leads/sales in store and online.
- I led the redesign of the company website and developed new branding across all marketing channels.
- I developed new branding for the Canadian Securities Exchange (CSE), one of Canada's top stock exchanges including new logos, re-launch of their blog/podcast, social media, and marketing collateral. Some of my work was used at WEF 2019 in Davos.
- I led the redesign of the Capital Transfer Agency (CTA) website and parent company Pacific Stock Transfer (PST) website.
- I maintained an average CTR of over 3% and an average conversion rate of over 2.5% on a monthly basis while maintaining a monthly budget of over \$25k for multiple clients.
- I worked with various CRM tools with an emphasis on lead generation and customer acquisition. Tasks included building high-converting landing pages and monitoring the lead funnel life-cycle from acquisition to conversion.
- I developed email marketing campaigns including planning, design, copy writing, and reporting, while adhering to Can-Spam Act and CASL guidelines. I sent out an average of 15 newsletters every month.
- I designed various collateral such as print and web graphics, banners, social media posts, brochures, catalogs, flyers, etc.

Bootlegger Jeans *(Fashion Retailer)*

2018

MARKETING COMMUNICATIONS SPECIALIST

- I helped successfully launch of the Summer and Fall 2018 clothing lines overseeing campaign coordination, store launches, and print and digital marketing communications.
- I created social media content across social channels which resulted in an increase of 1.5k followers on Instagram.
- I designed and developed marketing collateral such as monthly internal company newsletters, flyers, store signage etc.

Quality Awning & Signs *(Signage Supplier)*

2012-17

MARKETING & DESIGN SPECIALIST

- I led the redesign and SEO efforts of the company website. I pursued a multi-strategy of effective copy writing, data-driven keyword research, and technical know-how to drive visitor traffic and improve SERP rankings. This resulted in a big boost in organic Google search rankings (from no presence to Page 1-2).
- I set up and managed the paid advertising accounts on Google Ads and Bing Ads. I maintained a CTR of over 4% and a conversion rate of over 3% on a monthly basis while maintaining a budget of \$5k.
- I managed the social media presence including ideation, copywriting, and design.
- I designed marketing collateral such as brochures, product manuals, flyers, customer agreements, legal documents, etc.
- I managed a Shopify and an eBay store. My duties included store management, sales, shipping, reporting, and inventory management.
- I organized and participated in trade shows such as Buildex and the Interior Design Show (IDS) in the local Vancouver area.