

ASHER CASTELLINO

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PERSONALITY ENFJ-A

ABOUT ME

I'm a design-driven 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 great results.

CORE COMPETENCIES

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

TECHNICAL SKILLS



DESIGN & CODING

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



PROJECT MANAGEMENT

Clickup | TeamGantt | Trello | Slack



PAID ADVERTISING

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



CRM

Hubspot | Salesforce | Zoho CRM



SOCIAL MEDIA MANAGEMENT

HootSuite | Later.com



EMAIL MARKETING

MailChimp



REPORTING

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



VIDEO

iMovie | Canva | Capcut | ClipChamp



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, social media feed, and their marketing collateral. Some of my branding assets were used at the World Economic Forum 2019 in Davos.
- I developed new branding, marketing, and operational initiatives for Quality Awning & Signs, a local signage company. This included the re-launch of their website, social media feed, marketing campaigns, and operational procedures.
- I led the redesign of multiple websites and branding initiatives including Bezdan Railings, 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 advertising campaigns for the CSE, Bezdan Railings, and the 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

- I oversaw the launch of over 25 new products in the marketplace.
- I increased newsletter open rates to 25% in 2022 and 2023 (Industry average was 17%).
- I designed and developed 10 high-performing landing pages for US and Canadian audiences.
- I improved organic Google search rankings in specific product categories to the first 2 pages.
- I increased follower count on social channels (Instagram, Facebook & LinkedIn) by 25%.
- I created over 12 promotional and instructional videos which generated over 75k views.
- I designed 1k+ marketing and communication collateral such as print and web graphics, banners, social media posts, brochures, catalogs, flyers, etc.

Sparx Publishing Group *(Marketing Agency)*

2018-22

MARKETING & OPERATIONS

- I led the redesign of 3+ websites, including the company website, and developed new branding across all marketing channels.
- I delivered 100% of projects within deadlines and budgets for clients in the financial, HR, non-profit, and retail industries.
- I streamlined project management workflow, reducing campaign turnaround times by 25%.
- I introduced automation for client reporting, saving 10+ hours per week in manual tasks.
- I grew client social media engagement by 25% with strategic content planning and increased average follower count by 20%.
- 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 paid advertising budget of over \$25k for multiple clients.
- I designed 1k+ marketing collateral such as print and web graphics, banners, social posts, brochures, catalogs, flyers, etc.

Bootlegger Jeans *(Fashion Retailer)*

2018

MARKETING & OPERATIONS

- I played a key role in the successful launch of the Summer and Fall 2018 clothing lines overseeing campaign coordination, store launches, and print and digital marketing communications.
- I developed new social media strategies resulting in an increase of 1.5k followers on Instagram within 6 months.
- I designed 200+ marketing collateral such as internal company newsletters, social posts, flyers, store signage, etc.

Quality Awning & Signs *(Signage Supplier)*

2012-17

MARKETING & OPERATIONS

- I developed new branding and marketing initiatives including the re-design and re-launch of the company website, social media, and all marketing communications collateral.
- I optimized project scheduling and standardized installation processes, reducing permit to installation time by 20%.
- I helped launch a customer feedback system increasing repeat business by 25%.
- I maintained a monthly CTR of +4% and a conversion rate of +3% with a paid advertising budget of +\$5k.
- I hired and trained staff and developed proprietary company orientation guides, reducing onboarding time by 35%.
- I planned, organized, and participated in 5+ trade shows in the local Vancouver area.
- I designed 1k+ marketing collateral such as legal documents, product manuals, flyers, customer agreements, brochures, etc.