

ASHER CASTELLINO

LOCATION: Vancouver, Canada
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PERSONALITY: ENFJ-A

PROFILE

Results-oriented full-stack marketing professional with 10+ years of experience delivering measurable growth across digital, brand, and lifecycle marketing. Proven ability to drive growth, improve conversion rates, increase sales and engagement, and deliver data-driven results. Multi-talented expert in graphic, video, and web design along with proven operational and admin experience. Comfortable working cross-functionally with sales and leadership teams.

WORK EXPERIENCE

MARKETING, OPERATIONS & LANGUAGE SPECIALIST

Talk Easy Club (*Language School*)

May 2025 - Present

- Developed new branding and marketing initiatives including the design and launch of the company website.
- Streamlined project management workflow, optimized project scheduling, and standardized operational procedures.
- Helped launch a customer incentivized feedback system to increase repeat business.
- Managed and maintained the paid ad campaigns with a monthly CTR of 3% and a conversion rate of 2.5%.
- Designed marketing and admin collateral such as legal documents, flyers, customer agreements, brochures, etc.
- Developed and implemented comprehensive lesson plans including grammar, vocabulary, pronunciation, ensuring alignment with course goals.
- Created and graded quizzes, tests, and assignments; providing constructive feedback; and monitoring student progress

MARKETING COMMUNICATIONS SPECIALIST

Bezdan Railing Solutions (*Stair Railing Supplier*)

Jan 2022 - Jan 2025

- Oversaw the launch of 25+ new products in the marketplace.
- Increased newsletter open rates to 25% in 2022 and 2023 (Industry average was 17%).
- Designed and developed 10 high-performing landing pages for US and Canadian audiences.
- Introduced monthly reporting and KPIs to track performance, project timelines, and actionable insights for senior stakeholders.
- Improved organic Google search rankings in specific product categories to the first 2 pages through SEO-led content strategy.
- Increased follower count on social channels (Instagram, Facebook & LinkedIn) by 25%.
- Created over 12 promotional and instructional videos which generated over 75k views.
- Designed 1k+ marketing and communication collateral such as print and web graphics, banners, social posts, brochures, catalogs, flyers, etc.

MARKETING & DIGITAL MEDIA SPECIALIST

Sparx Publishing Group (*Marketing Agency*)

Aug 2018 - Jan 2022

- Redesign of 3+ websites, including the company website, and developed new branding across all marketing channels.
- Delivered multi-channel campaigns for B2B and B2C clients in the financial, HR, non-profit, and retail industries.
- Created new branding for digital and print campaigns for the Canadian Securities Exchange (CSE) resulting in companywide adoption. Some of my branding assets were used at the WEF 2019 in Davos.
- Streamlined project management workflow, reducing campaign turnaround times by 25%.
- Introduced automation for client reporting, saving 10+ hours per week in manual tasks.
- Improved organic Google search rankings to the first 2-3 pages for multiple clients through SEO-led content strategy.
- Increased client social media engagement by 25% with strategic content planning and increased average follower count by 20%.
- Maintained an avg. CTR of over 3% and an avg. conversion rate of over 2.5% with a consistent ROAS above target while maintaining budgets of over \$25k for multiple clients.
- Designed 1k+ marketing collateral such as print and web graphics, banners, social posts, brochures, catalogs, flyers, etc.

MARKETING COMMUNICATIONS COORDINATOR

Bootlegger Jeans (*Fashion Retailer*)

Jan 2018 - Aug 2018

- Played a key role in the launch of the Summer and Fall 2018 campaigns including coordination, store launches, and print and digital communications.
- Developed new social media strategies resulting in an increase of 1.5k followers on Instagram within 6 months.
- Designed 200+ marketing collateral such as internal company newsletters, social posts, flyers, store signage, etc.

MARKETING & OPERATIONS SPECIALIST

Quality Awning & Signs (*Signage Supplier*)

Jul 2012 - Dec 2017

- Developed new branding and marketing initiatives including the re-design and re-launch of the company website, socials, and all marketing collateral.
- Optimized project scheduling and standardized installation processes, reducing permit to installation time by 20%.
- Helped launch a customer feedback system increasing repeat business by 25%.
- Maintained a monthly CTR of 4% and a conversion rate of 3% with a paid advertising budget of \$5k+.
- Introduced monthly reporting and KPIs to track performance, project timelines, and actionable insights for senior stakeholders.
- Improved SEO workflow to boost organic Google search ranking from nothing to appear on the first 2 pages in a highly competitive signage industry.
- Hired and trained staff and developed proprietary company orientation guides, reducing onboarding time by 35%.
- Planned, organized, and participated in 5+ trade shows in the local Vancouver area.
- Designed 1k+ marketing collateral such as legal documents, product manuals, flyers, customer agreements, brochures, etc.

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EDUCATION

CERTIFICATE - UI/UX FUNDAMENTALS
British Columbia Institute of Technology (BCIT)

CERTIFICATE - DIGITAL MEDIA SKILLS
Ontario College of Art & Design (OCAD)

GRADUATE CERTIFICATE - STRATEGIC RELATIONSHIP MARKETING
George Brown College

BACHELOR OF ARTS - ECONOMICS & COMMERCE
St.Xavier's University

CORE SKILLS

Performance Marketing (SEO, PPC, Social) | Content Strategy | Campaign Planning & Execution | Project Management | Paid Advertising | Email Marketing | Data Analytics | eCommerce | Social Media Marketing | CRM & Inbound Marketing | UI/UX Design | Graphic Design | Web Design | Reporting & Insights | Customer Service | Event Coordination | Copywriting | Office Administration

TECHNICAL SKILLS

PAID ADVERTISING: Google Ads, Bing Ads, Meta Ads

PERFORMANCE: Google Analytics, SEMRush, Ahrefs, Search Console

PRODUCTIVITY: Microsoft Office, Email, Slack, Teams, Discord

DESIGN: Adobe Photoshop, Illustrator, InDesign, Canva, Figma, Adobe XD

SOCIAL MEDIA MANAGEMENT: HootSuite, Later.com

VIDEO EDITING: Canva, Capcut, iMovie, Adobe Premiere Pro

LANGUAGE: English (Native), French (Beginner), Ukrainian (Beginner)

PROJECT MANAGEMENT: Clickup, TeamGantt, Trello

REPORTING: Microsoft Excel, Google Sheets, Data Studio

CRM: Hubspot, Salesforce, Zoho CRM

FRONT END: HTML, CSS, Wordpress

EMAIL MARKETING: MailChimp

eCOMMERCE: Shopify, BigCommerce, eBay

EDUCATION: TEFL Level 3