

andy castro

andycastro.com
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education

California State University, Fullerton
2015 BFA, Creative Photography, Cum Laude
 BA, Art History, Cum Laude

professional activities

2021-2022 Marketing Director, Graphic Designer, Video Editor at Tate Entertainment Group, Inc.

Duties included working with venues to purchase local marketing needs for national tours, managed advertising budgets for national comedy tours, utilized Adobe Creative Suite to create and localize static graphics, layout design of tour books for national tours, and localizing video television spots for events.

2017-2020 Creative Art Director at Sonder Restaurant — Bakersfield, California

Developed, implemented, and maintained visual graphic language of trendy, contemporary American restaurant including developing a complete visual brand identity. The client's needs included a complete refresh of the brand identity starting with a logo design that informed and guided an all-encompassing brand identity that could accommodate all of the following under one unique and dynamic visual language:

- Menu design that could accommodate rotating seasonal programs for both the restaurant and bar
- Developing individualized identities for calendar of weekly events
- New WordPress-based website with soured theme that included numerous self-coded customizations
- Vinyl door graphics, business cards, and more.

Refresh of brand identity required the extensive use of Adobe Creative Suite applications, sourcing and buying fonts and art assets, and working with local photography talent for needs across all implementations from in-house menus to external marketing uses.

2008-2020 Graphic Designer, Digital Specialist at Icon Entertainment Group, Inc. — Los Angeles, Calif.

Over a decade of experience at national live entertainment agency with various duties that spanned multiple skill-sets to contribute to team's various marketing needs and goals, including:

- Utilizing Adobe Creative Suite application to localize marketing graphics
- Buying digital marketing needs across multiple social platforms for live events and national tours.
- Design of select tour artwork, internal-use tour books and documents, artist Electronic Press Kits, and more utilizing Adobe Creative Suite applications.
- Managed and updated WordPress-based website of in-house talent
- Tracked ticket sales, managed marketing budgets, and collaborated with in-house team on executing marketing strategies

2018-Current Blogger and Photographer at Howard Johnson Anaheim Hotel — Anaheim, California

Photographer of hotel amenities, rooms, suites, and property to be used in various marketing implementations for historic, family-friendly hotel near Disneyland. Utilized self-produced photography and editorial skills to write blog content for hotel's official website about special events, history, staff, hotel's multi-year remodel project, waterplay-ground, specialty suites and more.

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professional activities, continued

2007-Current Blogger and Photographer of *Dateline Disneyland* feature at MiceChat.com

Creator of editorial and photographic content for popular feature on a leading Disney fan website, covering the Disneyland Resort in Southern California. The blog ran as a weekly feature on MiceChat.com from 2008 until 2016, peaking with over a million annual readers. Following end of its weekly schedule in 2016, it has continued to draw large readership. Duties included:

- Extensive DSLR photography and video documentation of events, changes, and construction at the Disneyland Resort.
- Developing a recognizable written “voice” that conveyed unique, critical perspective while presenting factual representation of news and events.
- Developing visual brand identity including logo for the blog that was implemented on the blog, across social media platforms, on promotional materials, and on Patreon supporter rewards.
- Ability to work in dynamic theme park environment, at special events, and as credentialed press at events and conventions

references

a list of personal and professional references is available upon request.