



## JULIET CASTELLO

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to view my portfolio



**CAREER OBJECTIVE:** To showcase my diverse range of advertising, marketing and design skills in an innovative and dynamic environment. I would like to find out your company's needs and raise the bar.

**KENT PRECISION FOODS GROUP:** Design - Marketing - Creve Coeur, MO, 2016 to present  
My main responsibilities are owning all design aspects within the company for 9 CPG and Food Service brands such as Land O' Lakes Cocoa, Dole Whip Soft Serve, Mrs. Dash, Mrs. Wages and Orrington Farms. I work on POP, trade show graphics, logo design, sell sheets, social media, website graphics, packaging, ads and photo shoots.

**BUILD-A-BEAR WORKSHOP:** Sr. Art Director - Marketing - Overland, MO, 2015 to 2016  
I was responsible for creating the look and feel of seasonal store signage, mailers, logos, web graphics, social media and photo shoots.

**PROPPER INTERNATIONAL:** Art Director - Marketing - St. Charles, MO, 2013 to 2015  
My main responsibilities were creating ads, catalogs, POP, tradeshow graphics, logo design, social media, t-shirt design and photo shoots.

**BROWN SHOE COMPANY:** Sr. Art Director - St. Louis, MO, 2008 to 2012  
Lead Art Director for the brands Fergie Footwear, Fergalicious, Naya by Naturalizer and the Kids Division. I worked on many different brands and in-house department under the Brown Shoe name, specializing in photo shoots, logo design, package design, social media and management, web ads, print budgets, design, working with freelance designers, mentoring junior designers and maintaining the look and feel of featured campaigns throughout the seasons.

**MACY'S ADVERTISING:** Art Director - St. Louis, MO, 2006 to 2008  
My main responsibilities were working on newspaper ads, magazine ads, billboards, catalogs, logo design, package design, in-store signage, photo shoots and designing for our Special Events Department for all of our store and charity events.

**MAY CORPORATE:** Sr. Graphic Designer - North Hollywood, CA, 2004 to 2006  
Designed ads, brochures, logos, catalogs and posters for departments such as advertising, HR, training and development, fashion and design. Wrote, photographed and designed the company newsletter which was distributed to all Robinsons-May - Meier & Frank locations.

**GUESS? ADVERTISING:** Sr. Graphic Designer - Beverly Hills CA, 2000 to 2004  
On an every day basis, my skills were focused on ads, journals, postcards, catalogs, logo design, contests, men and women's design (t-shirt graphics), the company newsletter, photography and helping direct and design for departments such as e-commerce, product development, visuals, training and development, communications, HR and licensing. My main task at GUESS? was creating all billboards for outdoor advertising. I am very proud of winning three Mobius Advertising Awards for art direction and design of GUESS? catalogs.

**FREELANCE:** 1997 to present  
Lucky Brand Jeans, Skechers Shoes, Bel-Air Country Club, Chart House Restaurants, Xanadu Surf Designs, LOV Bikinis, Integrity Board Sports, Aladdin Casino - Las Vegas, Nectar Surfboards, Green Valley Turf, Walking Kalamity Band, Old Guys Rule Sportswear, Detail Driven Carwash, Sole Axis, Prana Yoga Apparel, Operation Smoke-Free, DJ Joshua Jett, Galavantier.com, FashionCheateau.com, Aqua Leaf Jewelry, Monsanto, Dream Destinations Travel, Save-A-Lot Grocery Stores, Studio B Floral Designs, Fusion Hair Salon, Prudential Realty - Fletcher Team

**EDUCATION:** San Diego State University, 1998  
BA in Art, with an emphasis in Graphic Design.

**INTERNSHIP:** Black Market Visual Communications, 1998  
Gained familiarity with the daily procedures of a functioning design studio and was mentored by graphic icon, Shepard Fairey of ObeyGiant.com.

**TECHNICAL SKILLS:**  
Mac proficient - Creative Suite CC, Photoshop, InDesign, Illustrator and Photography.

**ADVANCED CERTIFICATION:** UCLA Extensions, 2000 to 2003  
Expanded knowledge in advanced courses in typography, publication design and logo design.