

ANNA CASTRO

BILINGUAL COMMUNICATIONS PROFESSIONAL



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ABOUT ME

Highly organized, passionate, detail-oriented and well-versed professional seeking to expand my experience in the field of public relations and communications. I exhibit exceptional collaborative, interpersonal and professional skills that I developed in previous experiences.

EXPERIENCE

ASSISTRX

Marketing & Communications Specialist

Orlando, FL

June 2023 - Present

- Spearheads social media content creation and planning, resulting in a 38% increase in followers, over 195,000 impressions, 96,000 unique post views and a 27% engagement rate on LinkedIn to date.
- Coordinates the organization's presence at prestigious industry events, including displays, collateral development, pre- and post-event campaigns, and overall event coordination.
- Directs the creation and distribution of monthly newsletters, weekly employee highlights and weekly department announcements to over 1,300 employees, achieving an average open rate of 76%.
- Facilitates on-site client visits and provides marketing support, including task delegation, agenda layout, creation of attendee name tents and organization of branded giveaways for over 65 visits to date.
- Edits and proofreads communications copy in alignment with AP Style, corporate style guide and foundational messaging.
- Provides graphic design support, enhancing AssistRx's branding and visual engagement through Adobe Creative Cloud.
- Manages employee rewards and recognition initiatives, overseeing both quarterly and annual awards.
- Assists in the planning and execution of quarterly organizational-wide town hall events.

WALT DISNEY WORLD RESORT

Communications Intern - Public Affairs

Lake Buena Vista, FL

June 2022 - June 2023

- Contributed to creative and strategic communication and content creation, reaching over 70,000 Cast Members and resulting in positive feedback and increased employee satisfaction.
- Supported the publication of 100+ posts for Walt Disney World's intranet site and social media channels with a variety of copywriting, video editing and graphic design tactics.
- Assisted in the development and execution of successful internal and external events, coordinating logistics with key media placements and internal stakeholders, and ensuring the attendance of over 200 participants.
- Increased awareness of company benefits and programs by developing and implementing comprehensive communication strategies, resulting in a 25% increase in employee participation.

EDUCATION

UNIVERSITY OF CENTRAL FLORIDA

BA in Advertising and Public Relations, Digital Media Minor

Orlando, FL

Graduation Date: Dec. 2021

- Awards: Magna Cum Laude, President's Honor Roll, Dean's Honor List

SKILLS

- **Fluent in:** English | Spanish
- **Writing Styles:** Associated Press (AP) Style
- **Industry Knowledge:** Copywriting | Social Media Management | Graphic Design | Web Design | Media Relations | Video Editing | Business Development | Internal Communications | External Communications | Front End Web Development | Media Engagement | Crisis Communications | Reputation Management | Event Coordination | Client Relations | Employee Engagement | B2B | B2C
- **Software:** Adobe Photoshop | Adobe Illustrator | Adobe Lightroom | Adobe Premiere Pro | Adobe Creative Cloud | Canva | Microsoft Office | Microsoft Excel | Microsoft PowerPoint | Microsoft Teams | Visual Studio Code | HeyOrca | Hootsuite | WordPress | Loomly
- **Programming Languages:** JavaScript | HTML | CSS

ORGANIZATIONS

FLORIDA PUBLIC RELATIONS ASSOCIATION

Member

Orlando, FL

Aug. 2020 - Present