

Jacob Castillo

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Experience

Dec 2024 - Present (6 months)

Public Relations Student Society of America, University of Houston - *Director of Communications*

- Designed and implemented an original branding & style guide for our Spring 2025 semester.
- Assembled, trained, and managed a team of 4 students to execute our Spring communications strategy and build their work portfolios—centering skill sets such as short-form video production, graphic design, & event photography
- Designed & facilitated instructional workshops for communications students interested in social media management, electoral campaign PR strategies & Canva editing.

May 2021 - May 2024 (3 years, 1 month)

Green New Deal Network (GNDN), Washington D.C. - *Communications Associate, Social Media*

- Spearheaded the development, launch, and management of our social & digital strategy for GNDN's largest c3 campaign, the *Green New Deal 4 The People Tour*. This included project calendaring, content creation, designing our campaign's tone & visual identity, and providing heavy comms support for our distributed actions, press team, state tables, & national partners.
- Employed newly-developed skills in video production, animation, editing, scripting, & storyboarding to increase our output of short-to-medium length content — leading to a 124% & ~2300% boost in organic impressions across our IG & TikTok accounts (respectively) in Q1 2024.
- Utilized a previously-established "branding & style guide" to create dozens of original graphics & templates for all areas of GNDN's work, including day-to-day social content, policy factsheets, & distributed action materials.
- Collaborated with other comms team members to shepherd spokespersons & freelance media creators in producing, editing, and designing original video, graphics, & artwork for our various issue campaigns.
- Crafted & launched an original organization-wide social media plan that established GNDN's online voice, growth strategy, audiences, visual brand, and platform-specific practices across Twitter/X, Instagram, & TikTok.
- Produced monthly and quarterly social media analytics reports for staff-wide calls, and utilized our learnings to foster a spirit of experimentation with our ever-evolving social growth strategy.

September 2020 - April 2021 (7 months)

Latino Victory (LV), Washington D.C. - *Special Projects Intern*

- Assembled and managed LV's digital campaign, *#PickPadilla*—which alongside other Latino advocacy orgs—successfully pressured CA Gov. Gavin Newsom to appoint Alex Padilla as Kamala Harris' successor in the U.S. Senate. This included branding & style guide conception, project calendaring, creating & disseminating celebrity/influencer social toolkits, and copy-writing for our email program & social platforms.
- Designed and published graphics for LV's comms campaigns, day-to-day social media, email programs, distributed organizing tactics, and for internal administrative use.

Education

August 2019 - November 2019

Giffords Courage, Washington D.C. - *Organizing Fellow*

Feb 2019 - April 2019

Movement School - *Campaign Fellow*

August 2019 - December 2020 | July 2024 - Present

University of Houston - *BA, Media Production*

Skills

social toolkit production | Adobe Lightroom, Premiere Pro, & Photoshop | Canva Suite | social media management softwares | TikTok & CapCut video production | event photography & videography | partnership/coalition maintenance | vendor/contractor management | branding & style guide creation