



Based in Brooklyn, NY
CreativeDirectorCopywriter.com
Eligible to work in the US and EU

HELLO, MY NAME IS

ALEJANDROCASTRO.COM

ALEJANDROCASTROARAUJO@GMAIL.COM

+1 (347) 6041633

WorkingNotWorking.com/AlejandroCastro
[LinkedIn.com/in/AlejandroCastroResume](https://www.linkedin.com/in/AlejandroCastroResume)

EDUCATION

UPRIGHT CITIZENS BRIGADE Improv 101, 201, 301, 401 + Advanced Studies

UPRIGHT CITIZENS BRIGADE Sketch Writing 101, 201

MIAMI AD SCHOOL SF Copywriting Program

INTERNATIONAL ADVERTISING ASSOCIATION (IAA) Diploma in Marketing Communications

UNIVERSIDAD JORGE TADEO LOZANO B.A. in Advertising

I ACHE TO CONSTANTLY CREATE

MY AMBITION IS TO CREATE ICONIC BRANDS
(and a little bit of culture along the way).

I believe entertainment sells. And I particularly enjoy creating the kind that makes people laugh (especially through film). Data is meaningless unless it can conjure up feeling. And tech can only go so far without human emotion to guide it. I have an obsession for writing/crafting/appreciating headlines, as well as for the typography that goes into laying them out (something D&AD kindly recognized even back when I was still an intern).

My thoughts on every Ad ever made (including my own):
IT CAN BE BETTER. DO IT AGAIN.

EXPERIENCE

CREATIVE DIRECTOR WRITER Freelance, 2017 - Present

LAUNDRY SERVICE Freelance Creative Director, 2023

STRAWBERRY FROG Freelance Creative Director, 2022

COMCAST Associate Creative Director at Good Kid, 2020 - 2022

GOOGLE Freelance Associate Creative Director at Waze, 2019

VAYNER Freelance Writer, 2019

R/GA Freelance Associate Creative Director, 2019

PEREIRA & O'DELL NY Freelance Writer, 2018

POSSIBLE WW Freelance Writer, 2017

GEOMETRY Freelance Associate Creative Director, 2017

SUNSHINE Freelance Writer, 2017

MIAMI AD SCHOOL Portfolio Teacher, 2016

360i Senior Copywriter 2015 - 2017

360i Copywriter 2013 - 2015

CHI & PARTNERS NY Copywriter, 2012 - 2013

DENTSU AMERICA Freelance Copywriter, 2012

NICKELODEON Creative Associate, 2011

OGILVY & MATHER NY Copywriting Intern, 2011

IRIS WORLDWIDE LONDON Copywriting Intern, 2011

MY GOALS ARE SIMPLE

To be "faster than a speeding bullet,
more powerful than a locomotive,
and able to leap tall buildings
in a single bound."

RECOGNITION

AWARDS

D&AD Copywriting Award

NY ADDY AWARDS Interactive Gold

CANNES FUTURE LIONS Finalist

APPLIED ARTS AWARDS Game Design & Development

GLOBAL BEST DIGITAL ADVERTISING AWARDS Finalist (x2)

NOVA (COLOMBIAN NATIONAL AD AWARDS) Print Bronze

JUDGING

IAB MIXX AWARDS Screening Committee

PRESS

INDUSTRY PUBLICATIONS

Creativity-Online, Adweek, NY Egotist, Ad Forum, Ad Age, MediaPost - Marketing Daily, Best Ads On TV, Coloribus, Adver To Log, AdVice, ClickZ, HorizonT, SourceCreative, Ads Of The World, Marketing Land, iSpot.tv

NON-INDUSTRY PUBLICATIONS

New York Times, Wall Street Journal, Rolling Stone, TIME Magazine, Washington Post, Forbes, Mashable, Fast Company, ABC News, Good Morning America, Vanity Fair, Refinery 29, Entertainment Weekly, Nerd Reactor, Comicbook.com, DailyScene.com, Glamour Living, Pop Sugar Food, Teen Vogue, Today, Hello Giggles, Fox Business, Business Wire, I4U News, Yahoo Finance, IM Glance, USA Today, Cheez Burger, Euro News