

# Nico del Castillo

5332 Russell Ave. #312  
Los Angeles, CA, 90027  
USA

t: +1 (626) 375-6970  
e: [nico@nicodelcastillo.com](mailto:nico@nicodelcastillo.com)

## SELECTED WORK EXPERIENCE

### WEB DEVELOPER

Independent Contractor  
[May 2002-Present]

Independent contracting focusing on cultivating a client's web presence by researching solutions, executing implementation and construction, and/or providing guidance to make clients' web projects self-sustaining. Specializes in short term contracting for individuals and small businesses.

### RESEARCH & DEVELOPMENT MANAGER

Rocket XL, Privately Held, Marketing & Advertising Industry  
[October 2009 – February 2011 as R&D Manager]  
[December 2008 – October 2009 as Campaign Manager]

Apply experience in marketing, IT, web development, design, and internet subculture to research and develop social media solutions for clients and company internal use, and to analyze and report project progress on an ongoing basis. Notable clients and projects have included Unilever (*Dove, Caress*), Novamex (*Cholula, Jarritos*), Guayaki, Focus Features, and Iams pet food.

### SOCIAL MEDIA MARKETING MANAGER

M80, Privately Held, Marketing & Advertising Industry  
[July 2006 – November 2008]

Employ web development knowledge to research, execute, and manage web-based marketing campaigns. Occasional internal web development to support campaigns.

## EDUCATION

Occidental College, Los Angeles, CA — BA, English & Comparative Literary Studies, 2001-2005

## SELECTED SKILLS

- Web Development
  - HTML, CSS, PHP, Javascript
- Content Management Systems
  - WordPress, Drupal, Blogger, Tumblr
- Website / Network Administration
  - Domain Management, FTP, SSH, MySQL
  - cPanel, Google Apps
- Social Media
  - Platform Research & Analysis
  - Marketing Campaigns
    - Research & Pitching, Execution & Management, Reporting & Analytics
- Rich Media Production
  - Adobe Creative Suite (CS5)
    - After Effects, Photoshop, Illustrator, Dreamweaver, Acrobat, Flash (AS3), Soundbooth
  - Final Cut Pro
- General
  - Microsoft Office (PC and Apple)
  - IT / Troubleshooting (Helpdesk)