

VANESSA ROJAS-CASTILLO

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INTERESTS

Strategic Partnerships | Production | Philanthropy |
Research Writing | Experiential Marketing

EDUCATION

Syracuse University
M.S. Public Relations
S.I. Newhouse School of Public Communications

B.S. Communications & Rhetorical Studies
College of Visual and Performing Arts,
Writing Minor

Semester Abroad | London, UK

SKILLS

- Reliable, Resourceful, Driven
- Fluent in English & Spanish
- Web Design (HTML, CSS)
- Hootsuite, Meltwater, Google Analytics
- Adobe Indesign, Photoshop, Premiere
- Cision Point, Salesforce

AWARDS

- The LAGRANT Foundation (TLF) Scholarship Alumni

EXPERIENCE

The Bait Shoppe | Senior Producer **October 2021 - Present | New York, NY**

- Currently managing all stages of production including budgeting, creative conceiving, fabrication, logistics, on-site staffing, live execution • Leading internal and external communication for 4 + U.S. based and international clients • Productions/clients include: SXSW, 36+ global trade shows, Netflix, NFT NYC, Spotify, Bloomingdales, Budweiser, MLB Allstar Game, FIFA World Cup

VMLY&R | Account Manager **May 2021 - Sept 2021 | Remote**

- Designed e-commerce website • Produced creative strategy for holiday campaign • Managed influencer marketing and client communication

Mosaic | Client Relations Aug 2019 - Aug 2020 **Producer June 2019 - Aug 2019 | Chicago, IL**

- Managed multi-city team for Bacardi's premium portfolio • Designed concepts, strategy & fabrication • Managed vendors & led on-site executions • Developed weekly newsletter of industry insights • Managed workback schedules, budgets & influencer engagement • Negotiated contracts • Projects included national brand activation tours, festivals, conventions, concerts • Clients included General Mills, Bacardi, Bud Light, Stella Artois

North Side Learning Center | Community Leader and Mentor **Aug 2017 - Aug 2021 | Syracuse, NY (Hybrid)**

- Led community and 1-on-1 dialogue, in-person and remotely, by creating mentoring and literacy advancement exercises for refugee students from Syria and Somalia (ages 4-84) • Developed partnerships with local organizations to provide resources and employment opportunities

Black Cub Productions | Publicist **Mar 2018 - Aug 2019 | Syracuse, NY**

- Created marketing and PR plans for inaugural campaign • Pitched organization to investors and sponsors & successfully obtained funds & partnerships • Booked talent, filmed and edited episodes & executive produced The Pulp

Orchid Magazine | Editorial Assistant **Aug 2016 - May 2017 | London, England**

- Booked advertisements for inaugural issue • Designed content & page layouts • Researched and contracted models fit for Orchid brand • Managed social media marketing initiatives