

ALEJANDRO CASILLAS

Digital Marketing & Content Production Candidate

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San Fernando, CA

Marketing expert with a degree and proven success in audience growth, copywriting, and content management across platforms. Looking for opportunity to grow through a digital marketing intern position. Also leads a Catholic ministry, utilizing digital media for spiritual inspiration.

Work Experience

Digital Content Creator & Product Marketer

2018 - Present

Self-Directed

Oversaw digital content on multiple platforms, amassing over 5,000 email subscribers. Crafted marketing copy, curated content strategies, ensured consistent workflows, and enhanced strategy through performance metric analysis.

- Prepared, packaged, and published digital content across YouTube, Instagram, and email platforms
- Built and managed an engaged email list of 5,000+ subscribers through lead magnets and content funnels
- Wrote and edited marketing copy including email campaigns, video descriptions, and social media captions
- Developed platform-specific content strategies to optimize messaging and audience engagement
- Coordinated content creation workflows, ensuring assets were organized, scheduled, and published consistently
- Produced and edited audio and video content for educational and promotional use
- Monitored audience engagement and performance metrics to refine content strategy

Janitor Supervisor

Jun 2008 - Present

In-N-Out Burger

Concisely, I onboard and train team members, develop training resources for efficiency, manage tasks and schedules, perform quality control, and collaborate for a positive work environment.

- Train and onboard team members using structured systems and clear communication
- Create and implement training materials to improve consistency and efficiency by 30%
- Manage workflows, schedules, and task completion to ensure high standards are met and team of 6
- Perform quality checks and maintain attention to detail in daily operations
- Collaborate with team members to maintain a positive and productive work environment

Volunteer Experience

Young Adult Ministry Leader

2024 - Present

Parish-Based

Organize weekly Scripture-centered gatherings, manage digital communications, assist in content promotion across platforms, coordinate events with ministry leaders, and develop leadership training and group discussion materials.

- Plan, prepare, and execute weekly gatherings focused on Scripture, discipleship, and community
- Create and distribute digital communications including event promotions, email messages, and social media content
- Assist in packaging and promoting content to reach young adults across different platforms
- Collaborate with ministry leaders to coordinate events, timelines, and outreach initiatives
- Develop formation materials and structured content for leader training and small group discussions

Youth and Young Adult Committee Member

2020 - Present

Oblates of Mary Immaculate (OMI)

Collaborate with a team to support content, campaigns, and initiatives for youth and young adult engagement. Assist in organizing and promoting regional events and ministry efforts. Contribute to the development of resources and communication strategies for ministry growth.

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Missionary Volunteer

Tijuana, Mexico

Supported planning and execution of retreats, toy drives, and community outreach events. Assisted with logistics, coordination, and on-the-ground execution of service initiatives. Engaged with families and youth through relational ministry and evangelization efforts.

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- Assisted with logistics, coordination, and on-the-ground execution of service initiatives
- Engaged with families and youth through relational ministry and evangelization efforts

Core Skills

CONTENT PRODUCTION & MEDIA SKILLS: Video Editing & Content Production, YouTube, Social Media, Audio Engineering & Mixing, Content Formatting for Multiple Platforms, Scriptwriting & Educational Content Development, Basic Graphic & Visual Content Creation

DIGITAL MARKETING SKILLS: Email Marketing & Campaign Writing, Content Packaging & Distribution, Audience Growth & Engagement, Platform-Specific Content Strategy, Basic Analytics & Performance Tracking

LEADERSHIP & OPERATIONS EXPERIENCE: Train and onboard team members, Create and implement training materials, Manage workflows, schedules, and task completion, Perform quality checks, Collaborate with team members

CORE STRENGTHS: Content Preparation & Publishing, Copywriting & Proofreading, Organization & Workflow Coordination, Collaboration & Team Support, Evangelization through Digital Media

strong written communication, written communication skills, time management skills, teamwork skills, motivated, Content Management Systems, digital media production, Administrative Tasks, content marketing, Graphic Design

Education

Western Governor's University

Bachelor's Degree Marketing

Languages

English (*Spanish*)

Certificates

Audio Engineering

Los Medanos College

May 2014