

JEN CASTELLANO

Digital Designer | Social Content and Ad Creative Specialist

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Professional Experience

The Graygency — Digital Designer since August 2025

- Design and produce static and video assets for social media advertising and organic social media content, supporting The Graygency and its 8+ clients.
- Work closely with Creative Strategists to ensure seamless and efficient project execution.
- Utilize AI tools to develop workflows, as well as creating and organizing Figma boards for various brands.

Paradigm Media UK — Graphic Designer May 2024 - July 2025

- Designed and produced more than 2,700 static and video assets for social media advertising, supporting Paradigm Media UK and its 30+ clients.
- Led the recruitment process for designers and managed a creative team of 10.
- Worked closely with the core team to ensure seamless and efficient project execution.

TMARKS, Inc. - BASF Philippines — Creative Lead June 2020 - May 2024

- Led the creation of key visuals for marketing initiatives for BASF Philippines, conducting studies on campaigns and promotions.
- Managed the Digital Media Bank and organized assets, while establishing guidelines for the consistent use of branding materials, video content, and marketing assets across platforms.
- Played a key role in onsite productions, live events, and field operations, contributing to efficient workflows and strong visual outcomes.

Freelance Designer August 2019 - September 2020

- Analyzed engagement data to identify trends and planned digital campaigns to build an online community.
- Organized content calendars for Facebook and Instagram, creating 3–5 posts weekly.
- Assisted the Sales Supervisor with content-driven sales strategies and led product redesign efforts to align with marketing objectives before launch.

Internship

Pulp Live World Productions, Inc. — Production Intern May 2019 - August 2019

- Assisted with technical and administrative tasks, including running errands and producing event collateral.
- Managed queuing for 15,000+ concert attendees, met tight deadlines, and collaborated with staff to ensure a smooth and successful event.

Educational Background

Mapua Malayan Colleges Laguna June 2014 - December 2019

Bachelor of Arts in Communication - Multimedia Arts

- Dean's Lister for 2 consecutive terms (A.Y. 2017-2018)
- Student Assistant in the Admissions Office and College Registrar, supporting enrollment operations for 3,000+ incoming and transfer students annually. Managed student records, assisted with administrative processes, and helped coordinate graduation ceremonies and academic events.

Skills & Competencies

Languages

Filipino (Native) English (Fluent) German (B1)

Technical Skills

Adobe Photoshop Adobe Premiere Pro Adobe Illustrator Figma Design
Figma Weave Higgsfield AI ElevenLabs Descript AI Capcut Pro
Microsoft Office Google Workspace Notion

Certifications

- Introduction to Social Media Marketing | Coursera
- Social Media Management | Coursera
- Fundamentals of Social Media Marketing | Coursera
- The Fundamentals of Digital Marketing | Google Digital Garage
- Content Marketing Basics | Great Learning Academy
- Goethe-Zertifikat A1: Start Deutsch 1 | Goethe-Institut Philippines
- Foundations of User Experience (UX) Design | Coursera
- Start the UX Design Process: Empathize, Define, and Ideate | Coursera
- Deutsch-Test für Zuwanderer B1 | BDP Peters Lichtenfels