



ALEXANDER JOHN AGUILAR CASTRO II



Creative Director

Branding. Marketing. Advertising. Design. Results.



20

 Years of Industry Experience

Efficient in custom and high volume executions with proficiency in people and stakeholder management. Strong advocate of growth transformation and global collaboration.



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At a glance



- 20** Years industry experience
- 160+** Managed creatives
- 11** Countries serviced
- 12** Global agencies partnered
- 80+** Clients Served

- 200K+** Impacted employees
- \$19.7B** Enterprise value entrusted
- 27K+** Delivered projects
- 100%** Delivery rate

UNIVERSITY OF THE PHILIPPINES (DILIMAN)

College of Fine Arts
CFA Visual Communications Major in Advertising 1999 - 2002

Bachelor Units in Visual Communications Major in Advertising 2002 - 2003



Capacity



- Creative Direction
- Art Direction
- Project Management
- Brand Development
- Product Development
- Content Development
- Digital Marketing
- Graphic Design
- Motion Design
- Animation
- Illustration
- Pre-Production
- Production
- Post Production
- Direction (Live / 2D + 3D)
- UI/UX
- Copywriting

Proficiency



- Media Management
- Data Management
- Advertising Management
- Creative Softwares
- Adobe CC Suite
- C4D
- Administrative Softwares
- Word
- Excel
- Sharepoint
- Power BI
- Powerpoint
- G Suite
- Google Sheets
- Google Slides
- Google Docs
- Google Forms

Partnerships:

INDIEGOD | Director of Creative Operations

Present

4K+ managed projects

My role is centered on steering Project Management, Brand Development, Innovative Design, and Dynamic Marketing strategies encompassing both Traditional and Digital spheres. My primary focus revolves around guiding companies through the transformative journey from **Business to Brand** via the mastery of Visual Communications. Our expansive portfolio transcends boundaries, manifesting in diverse mediums such as web, mobile, broadcast, print, capturing and engaging audiences across multifaceted channels resulting in effective and lucrative executions.

Aug 2008

Tenet Global Business Center | Creatives Team Lead (US / PH)

Oct 2023

21K+ managed projects

My responsibility is to orchestrate the enhancement of visual language, conceptualize and execute ideas, and offer strategic guidance to a growing team of 12+ creatives encompassing graphic design, video editing, animation, and content writing. I lead the charge in project management and the implementation of streamlined production workflows to cater to a substantial influx of projects at an enterprise scale, originating from over 600 clients within the Tenet Health network in the United States.

Oct 2020

Seven Seven Global Services, Inc | Creative Lead (APAC / US)

Sep 2020

1400+ managed projects

My consultancy involved establishing definitive visual communication benchmarks spanning print and web domains, fostering seamless corporate identities that seamlessly transition across employer and corporate branding spectrums. I crafted a cohesive visual narrative aligning with the company's business objectives, ensuring a unified perspective that resonates with both clients and talents.

Sep 2019

TOA Global | Brand Design Lead (ANZ / US / PH)

Aug 2019

1000+ managed projects

In my role, I curated a distinctive visual lexicon that embodies the ethos and aspirations of the company, cultivating a brand persona reflective of its values and objectives. I spearheaded the elevation of work quality through strategic visual communications, maintaining consistent production standards that align with the business's global projection—shaping a brand emblematic of the evolving landscape of work.

June 2018

Employment:	Position	Start	End
Jediminds Digital, Inc.	Creative Director	July 2012	Oct 2013
Cuttingedge Productions, Inc.	Lead Design / Creative Director	June 2010	June 2012
ABS-CBN Global, Ltd.	Broadcast Design Specialist	Aug 2004	May 2009
HBC (Splash Corporation)	Product Development Specialist	April 2003	Nov 2003



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2024