

Edward Castro

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Writer/Web Developer

Confident, creative and highly motivated, I am a writer/web developer with 33 years of distinguished performance in the advertising, journalism, and web development industries. My experience is built on an exceptional work ethic and commitment to organizational objectives within a variety of rapidly changing markets.

Core Strengths

- Web Development & Design
- Keyword Analysis & Strategy
- Content Analysis & Strategy
- Game Development and Production
- Direct & Channel Marketing
- E-commerce Strategy & Development
- Information Architecture
- SEO Analysis & Consultation

Work History

Writer/Web Developer, Gadget Web Design

June 06 to Present

Work with clients to develop and deploy fully responsive business websites. Maintain and repair website platforms including Bootstrap, WordPress, Joomla, and Drupal. Optimize content for a higher ranking on search engines. Analyze content, develop information architecture and content strategy as needed.

Freelance Writer, HQP/Quinstreet Publishing

Feb 04 to June 06

Write keyword articles on various subjects ranging from education to travel. Samples available upon request.

Writer/Producer, AtomShockwave, San Francisco, CA

Dec 00 to Jan 04

Create and maintain editorial content and programming for three top-rated online entertainment destinations. Managed team of designers responsible for various marketing and advertising programs from concept to completion.

Managing Copywriter, Mervyn's California, Hayward, CA

Jan 99 to Nov 00

Responsible for creating various conceptual advertising platforms to promote the Mervyn's brand through various marketing initiatives. Managed a team of 4 writers and 8 designers.

Surfing & Personal Travel

July 98 to Dec 98

California, Mexico, Hawaii & Thailand

Copywriter, Beeline Group Inc., Newark, CA

Aug 95 to July 98

Responsibilities included writing and developing creative platforms for Fortune 500 clients. Writer/Editor, Technology Integration Group, San Diego, CA Feb 93 to Aug 95 Create, develop and produce marketing platforms to promote core technology initiatives.

Education

The Art Institute of California, San Diego, CA

Nov 88 to Nov 91

Bachelors Degree in Advertising

REFERENCES AVAILABLE UPON REQUEST