

Karl Andrew J. Castillo

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Senior Content Creator / Video Editor

Video Reel: <https://vimeo.com/236083309>

Experienced in all aspects of video production and content creation for corporate and in-house digital media teams.

Collaborative, creative and highly adept at interpreting abstract ideas and transforming them into engaging videos. Solid success in helping companies in kickstarting their social media presence. Strong experience in digital marketing through strategic management and production of videos, photography and social media content. Fast learner in utilizing the latest digital content trends and technologies.

Areas of Emphasis

- Scripting, Storyboarding & Video Editing
- Full Life Cycle Project Management for videos.
- Animation, Graphic and Web Design
- High volume creative Content Creation
- Ideation & Visual Storytelling
- Social Media Engagement and Growth
- Internal and External Stakeholder Management
- Photography
- Digital Marketing
- Multimedia Technology

Professional Experience

Temasek International – Singapore

Senior Video Production Specialist, Public Affairs Department (2015 to Present)

Oversee production and editing of local and overseas video content for the digital newsroom to increase public awareness on the firm's investments, sustainability and community stewardship efforts aligning to the brand's message and values.

Direct all technical aspects of video production from cinematography, lighting, audio, to editing and color grading; lead ideation and video scripting. Conceptualize, film and edit digital content – social media videos, documentaries, short-form videos etc. – to promote the company's brand and messaging. Strategize with the content team on day-to-day production and editing of in-house branded videos, micro-documentaries and photography projects.

Selected Achievements:

- Lead the production and editing of multiple videos for the company's annual financial report: "Temasek Review."
- Executed engaging videos to boost social media presence and engagement, gaining 100k+ followers across all platforms within 3 years.
- Filmed and edited the company's first viral video, garnering 1+ million views.

Amore Fitness Pte, Ltd. – Singapore

Interactive & Digital Media Production Manager, Creative Department (2012 to 2015)

Led complete lifecycle of high-quality video production for print and web advertisements.

Produced and edited engaging video advertisements for web and social media. Expanded outreach by spearheading the company's transition from printed to digital media and sales.

Selected Achievements:

- Developed and managed effective marketing campaigns through digital advertisements, video production and photography.
- Obtained approval from the CEO to lead the transition from traditional to digital media; utilized iPads and digital kiosks; developed an app for sales consultants that supported the reduction of print materials needed for marketing.

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Web Designer & IT Marketing Representative, Marketing Department 2010 to 2012

Partnered with IT and Marketing departments to overhaul company website. Liaised between departments to ensure good understanding of the requirements, resulting to a smooth transition. Fostered working rapport with both departments to develop in-house digital marketing campaigns resulting to more sales leads.

Selected Achievement:

- Developed the corporate website from the ground up (frontend design & backend programming), in order to provide practical functionality, responsive design, and better user experience
- Created a web content management system (CMS) for the marketing department to use.

Additional Experience as:

Global Content Producer with Wartsila Subic, Philippines (2008 to 2009): Web/graphic design and video editing. Collaborated on creation and launch of the company's first in-house computer-based training system (e-learning); orchestrated UX design and animation for related content.

Web & Graphic Designer with Tailin Abrasives / KWT Computer Systems in Subic, Philippines (2008 to 2009): Recognized for consistently producing creative designs and interactive web content.

Educational Background

Photography & Digital Imaging Diploma

M.A.D. School by Chatsworth Media@rt Academy, Singapore

Bachelor of Science in Computer Science

Columban College, Olongapo, Philippines

Certificates:

Digital Film Production, SAE Institute, Singapore

Basic Colorist Strategies with DaVinci Resolve, Media Asylum, Singapore

SEO For Your Business, Singapore Chinese Chamber Institute of Business, Singapore

Photographic Society of Singapore, Member

Technical Proficiency

Environments: Mac OS X; Windows

Tools: Adobe Creative Cloud (Premiere Pro, After Effects, Photoshop, Lightroom, Illustrator, Dreamweaver); DaVinci Resolve; DSLR & Mirrorless Camera Systems; Broadcast & ENG Video Cameras; HTML & CSS