

Joel Roberto Guajardo Castillo

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EDUCATION:

Northwestern University, Evanston, IL
Weinberg College of Arts and Science

Expected Graduation: June 2018

Candidate for Bachelor of Arts in Economics

- Integrated Marketing Certificate

WORK EXPERIENCE:

Guajardo Castillo Graphic Design and Marketing | Owner

Currently

- Have conducted the research and planning for multiple events that have totaled more than 2,000 attendees each, 15 corporate partnerships and region wide acclaim.
- Work extensively with local churches to rebrand their identity, analyze their social media presence and create marketing campaigns.

GT GoldSports Trophies and Awards, Brownsville, Tx | Marketing Manager

June 2014 - Currently

- Worked directly with the owner in reestablishing the position, branding and market target for the company.
- Reconstructed their management system allowing them to use capital in the most effective manner.

Krazy Kup, Brownsville, Tx | Owner & Marketing Manager

March - November 2015

- Started my own business in the food industry that expanded to two storefronts and packaged goods distribution to 20 different convenience stores.
- Managed profit margins, relations with distributors, marketing campaigns and the interests and payroll of 15 employees.

IDEA Public Schools, Donna, Tx | Summer Business Intern

July - September 2013

- Assisted the CFO, COO, and business office manager in the revision of multi-million dollar grants, the profiles of goods providers throughout the district, and acquisition of various new clients.
- Revised and closed five \$10,000,000 grants.
- Implemented organizational profiling of business to facilitate and expedite payment of providers.

LEADERSHIP EXPERIENCE:

Fuego, Inc., Brownsville, Tx | Founder

Currently

- In the process of establishing a 501(c)(3) nonprofit organization that pairs regional churches with high school and college students interested in graphic design and marketing in order to assist churches in reaching their audience and to give said students real world experience.
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Lambda Epsilon Chapter of Sigma Lambda Beta Fraternity, Inc. | Founder and Treasurer

May 2013- Currently

- Established a financial system to help monitor funds entering and leaving the chapter.
- Organized 12 cultural, academic and community oriented events throughout the Northwestern community.

Noticiero Northwestern | Story Editor

September 2014 - April 2015

- Researched and developed stories for the university's only Spanish speaking news broadcast.

ASSETS:

American and Mexican Dual Citizenship

Fluent: English and Spanish

Elementary: Italian

SKILLS AND INTERESTS

- Microsoft Excel, Adobe Photoshop, Adobe Illustrator, Adobe Muse, Adobe InDesign, Final Cut Pro X
- Interests: graphic design, soccer, my church, family gatherings and my grandma's home cooking.