

JAMES CASTLE

Graphic Design, Web Design & Development

Digital Marketing • Video • Social Media

ABOUT ME

An accomplished creative professional with a proven track record in all aspects of the end-to-end creative process ranging from conception through execution. In my current role as manager, Graphic Design & Web Development, I work closely with many different departments to ensure efficiency and quality. On a daily basis I design, code, enhance, and maintain company websites and programs, as well as develop materials intended for both internal and public purposes.

Personal Info

ADDRESS

44 Lakeland Avenue
Sayville, NY 11782

PHONE

(347) 452-8817

E-MAIL

jameswcastle@gmail.com

WEB

jameswcastle.com

Expertise

HTML5, CSS3, PHP, JavaScript,
jQuery, SEO, CMS, UX/UI Design,
Google Analytics, Google Ads,
Facebook Ads, WordPress, Social Media,
Video Production, Database

Tools

Adobe Suite: Photoshop, Illustrator,
InDesign, Dreamweaver, Premiere,
Microsoft Office

Platforms

Mac OS, Windows 7/8/10

Education

2004 - 2007

Masters in Communication Arts
New York Institute of Technology (NYIT),
New York, NY

1999 - 2001

Graphic Communications & Web Design
Briarcliffe College,
Bethpage, New York

1993 - 1997

**Bachelor of Science:
Business Management**
State University of NY at Plattsburgh,
Plattsburgh, New York

Experience

June 2015 - present **Manager - Graphic Design & Web Development** *Mount Sinai South Nassau*

Successfully maintain and manage websites and microsites of a primary acute care hospital and major health care provider for 900,000+ residents on the south shore of Long Island. Continually create engaging content to expand the organization's web and brand presence through analytics and search engine optimization. Manage all social media accounts producing paid and organic posts. Design and create marketing materials, including digital, direct mail, video, and print for external and internal promotional use, synchronizing promotions with website campaigns.

Major Accomplishments

- Migrated global websites to new content management system
- Consistently increase organic traffic year-over-year, tracking seasonal, daily and monthly trends
- Serve as a creative director for all key projects and events
- Research, document and develop keywords for SEO purposes to maintain top search engine ranking
- Established and maintain a strong social presence on Facebook, Twitter, YouTube and Instagram
- Continue to save organization over \$100,000 annually with in-house design work
- Lead in the video production process (pre-production, storytelling, audio, filming, editing, color-correction, exporting)
- Train hospital employees to use Content Management System (CMS)
- Chair Communications Committee of 15 staff members

2012 - 2015 **Webmaster - Graphic Design & Communications** *MTA Long Island Rail Road*

Independently plan and develop multiple communication projects under tight deadlines. Determine best graphic and design approach for presenting LIRR projects in customer-friendly format to achieve department/agency goals. Develop, edit, and review material for posting on LIRR's corporate website.

- Troubleshoot website; follow and implement industry accepted best practices and tools; create and modify site appearance and settings
- Update current websites to meet modern web standards
- Established criteria and strategy to grow brand presence online using Google Analytics and Google AdWords

2007 - 2012 **Manager - Graphic Design & Communications** *MTA Long Island Rail Road*

Managed and designed MTA Long Island Rail Road communication material intended for internal departments, outside vendors, consultants, MTA Headquarters and other MTA agencies and related professional organizations while reflecting the MTA brand from conceptual design to completion.

Major Accomplishments

- Developed all communication materials for \$56 Million Jamaica Modernization Project
- Led in the design, development, and implementation of corporate website from concept to launch
- Created promotional websites for Broadway shows, packages and major sporting events

2003 - 2007 **Graphic Design Officer** *MTA Long Island Rail Road*

Responsible for the design and distribution of print and web-based communication materials, and reformatting them into HTML for posting on the company website.

- Developed artwork and layout for print and digital signage, banners, posters, publications and flyers

2000 - 2003 **Graphic Design Production Manager** *Kessler International, New York, NY*

- Responsible for all artwork design and implementation of print media, brochures, newsletters, advertisements and large promotional graphics for international investigation company
- Designed and maintained corporate website
- Managed vendor contracts and negotiations for all print media