

# Jasmine Castillo

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## EDUCATION

### University of Florida

*Bachelor of Science in Advertising, Minor in Public Relations*

Gainesville, FL

*Aug. 2021 – May 2025*

## SUMMARY

I am a driven advertising major in my final year at the University of Florida, with a strong foundation in marketing strategy, content management, and digital campaign execution. Currently completing my last semester online in Miami, I am eager to leverage my experience in fast-paced environments and my passion for strategic communication to contribute to innovative marketing initiatives. With a focus on delivering dynamic content and supporting multi-channel campaigns, I am excited about the opportunity to help shape the future of transportation solutions.

## EXPERIENCE

### AutoNation

June 2024 – Present

#### *Customer Marketing Intern*

*Fort Lauderdale, FL*

- Support the execution and updates of customer-facing content, ensuring alignment with brand standards and campaign goals.
- Develop and implement segmentation strategies to personalize marketing communications, driving higher engagement and response rates.
- Coordinate with cross-functional teams to facilitate the creation and optimization of email marketing campaigns, analyzing performance metrics to enhance effectiveness.
- Organize and maintain customer data, providing key insights for strategic marketing decisions and campaign planning.

### Landmark Properties

February 2023- May 2024

#### *Leasing Agent*

*Gainesville, FL*

- Successfully leased 95 percent of the building's 464 bed spaces prior to completion.
- Managed communications through phone, email, and text with prospects and residents.
- Nominated for Landmark's Community Ambassador Of The Year for 2023.
- Create and manage social media content on platforms like Instagram and TikTok.
- Conduct property tours, both during construction and post-completion.

### KidWorks Preschool

September 2022– February 2023

#### *Part-Time Teacher*

*Gainesville, FL*

- Facilitate learning and activities for children aged 8 months to 4 years in groups of up to 10.
- Conduct end-of-day cleaning tasks, including disinfecting play areas and completing kitchen duties.

### Starbucks Coffee Company

August 2021– December 2021

#### *Barista*

*Gainesville, FL*

- Operate cash register and processed payments
- Maintain store cleanliness and inventory

## RELEVANT COURSEWORK

- Consumer and Audience Analytics
- Media Planning
- Writing Fundamentals for Communicators
- Advertising Strategy

## ADDITIONAL INFORMATION

**Languages:** Fluent in English and Spanish

**Computer Skills:** Project Coordination, Strategic Planning, Content Creation, Copywriting, Canva, Microsoft Office, Google Drive, Entrata, Adobe Creative Cloud, OpenAI, CRM, HTML

**Soft Skills:** Teamwork, Interpersonal Communication, Multi-Tasking, Quick Learner, Mass Communication