

ISABELLA K. CASTRO

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WEBSITES, PORTFOLIOS, PROFILES

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SUMMARY

Digital marketing and social media professional with 3+ years of experience developing content strategies, managing brand communications and driving audience engagement across multiple digital platforms. Skilled in social media marketing, content creation, analytics reporting, community management and cross-functional collaboration. Proven ability to increase engagement, grow audiences and execute data-driven campaigns that support organizational goals.

WORK EXPERIENCE

Social Media Specialist | Lindenwood University | St. Charles MO

February 2025 - present

- Lead the development and execution of social media communication strategies for 4+ university departments, aligning campaigns with strategic initiatives to enhance engagement and outreach.
- Manage brand integrity and maintain consistent messaging across 5+ social and digital platforms, driving a 5.8% year-over-year increase in overall engagement and strengthening institutional visibility.
- Expanded follower base by 12.2% in 2025 and increased total impressions by 51.3% year-over-year through targeted content strategies, audience engagement, and consistent brand messaging.
- Recruit, mentor, and supervise a team of six social media interns (per semester), fostering professional growth, strengthening digital marketing competencies and enhancing strategic thinking.
- Strengthen community relationships through the "Lions Love Local" initiative, securing 17 confirmed local business partnerships with the university.
- Collaborate cross-functionally with internal teams, supporting digital initiatives, project management efforts, and engagement strategies for key programs and special events.

Content Strategist | Rodgers Townsend | St. Louis, MO

June 2023 - June 2024

- Developed and executed data-driven content strategies aligned with company objectives and target audience insights
- Analyzed performance metrics and optimized campaigns using analytics tools to improve engagement and conversion outcomes
- Created and presented strategic creative briefs, collaborating with cross-functional teams to deliver high-performing campaigns across diverse industries

EDUCATION

Master of Business Administration

Jun 2025 - May 2026

Lindenwood University

St. Charles, MO

- Emphasis in Leadership

Bachelor of Arts in Marketing

August 2019 - May 2023

Lindenwood University

St. Charles, MO

- Minors: Advertising & Digital Marketing

CORE COMPETENCIES

- Platforms: Instagram, Facebook, TikTok, LinkedIn
- Social Media Analytics & KPI Tracking
- Social Listening & Sentiment Analysis
- Content Calendar Development & Editorial Planning
- Insight-Led Content Strategy
- Short-Form Video Production & Editing
- Canva & Adobe Creative Suite
- Social Media Management Tools