



PROFILE

Content creator driven by a creative vision yet grounded in execution with deep expertise in creating compelling content that grows brands and digital consumer bases. Known for being well versed in designing and crafting persuasive visual communications across a broad range of traditional and online formats, including social, online content, print, OOH, broadcast, and audio. Recognized for supporting the creation of marketing, brand, and product assets to drive subscriptions, retain existing subscribers, and support events and initiatives.

COMPETENCIES

Pre-Production	● ● ● ●
Location Scouting	● ● ● ●
Content Creation	● ● ● ●
Shooting	● ● ● ●
Motion Graphics	● ● ● ●
Editing	● ● ● ●
Photography	● ● ● ●
Videography	● ● ● ●
Brand Experience	● ● ● ●
Social Media Marketing	● ● ● ●
Content Development	● ● ● ●
Market Research	● ● ● ●

CONTACT INFO

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BLAISE CASTELLANO

Content Creator | Photography Director

WORK EXPERIENCE

● **Blaise Joseph Photography | Los Angeles, CA** 2012 – Present  
*A boutique photography and content creation studio.*

CONTENT CREATOR | DIGITAL MEDIA PRODUCER

Project-based contractor, filming and editing new video and photography content for ad campaigns and company collateral, enabling organizations to reach new audiences and capture the attention of qualified leads in the B2B and B2C space. Work with creative teams to develop concepts and produce assets for social channels and content initiatives. Conceptualize and establish multiple creative executions daily across social platforms designed to increase website traffic, click-through rates, & reduce bounce.

**Clients:** Adventure Club | Cedric Gervais | The Latin Recording Academy | 7Up Bottling | Evolve The Group

- 1M social shares earned by focusing on defining the vision for social video content across multiple channels and producing content to bring to life.
- 166% lift in client engagement reached through the filming and editing of video content for brand partnerships, ad campaigns, customer onboarding materials, and sales collateral.
- 96% growth in target audiences earned by creating compelling marketing collateral to engage, including designing case studies, 1-pagers, pictures, and video content.
- Streamlined processes by owning and navigating the content production pipeline; responsible for pre-production, production, and post-production cycles.
- 12% gain in website traffic attained by delivering programming concepts to include direction on theme, tone, storytelling, and narrative; layer in storytelling and messaging to create a cohesive brand experience.
- 4.2% user engagement across social media channels found by bringing a storytelling eye to the filming and editing of assets for marketing materials; average user engagement is 3.5%.

● **Good Times Ahead | Los Angeles, CA** 2017 – 2020  
*A world-touring electronic artist.*

DIGITAL PRODUCER

Coordinated concert tours across five continents and 200+ cities. Primary point of contact with artists, managers, agents, fans, press, and promoters. Led the planning and delivery of marketing content for desktop, tablet, and mobile platforms.

- 19% follower growth achieved by revitalizing the Instagram feed, working closely with the artist to create industry fresh content and engage fans; up to 40% rise in engagement per post.

EDUCATION

● **Bachelor of Arts, Humanities**  
University of Central Florida, Orlando, FL