

JOE CASTAGNA

STRATEGIST

A LITTLE ABOUT ME

I've played drums in a series of garage bands, pursued a career as a painter, bombed as a stand-up comedian and published articles about politics, craft cocktails, luxury homes, and world shuffleboard championships. All this is in the pursuit to satisfy my creative curiosities, passion for uncovering truths and desire to contribute to society by helping to better explain the world we all share.

STRATEGIC TOOLBOX

Brand Identity and Positioning
Competitive Auditing
Brand Essence Video Production
Creative Briefs
Comms and UX Planning
Persona Design

RESEARCH METHODS

Survey Development
Social Listening
Segmentation Studies
Focus Group Design and Moderation
One on One Interviews
Store Checks and Shop-A-Longs

TECHNICAL SKILLS

Adobe Illustrator, Photoshop, InDesign
Final Cut Pro X
Google Analytics
Facebook Ad Manager
Crimson Hexagon
Simmons

IT'S NOT HARD TO FIND ME



JOECASTAGNA.ME | 772-332-3575
CASTAGNAJA@VCU.EDU

EDUCATION

VCU
BRANDCENTER
2019

UNIVERSITY OF
SOUTH FLORIDA
2012

MS - BUSINESS

Concentration in Strategy, curriculum included advanced account planning, communications planning, video storytelling and brand analytics.

BA - MASS COMMUNICATIONS

Concentration in Journalism and Media studies, curriculum included neighborhood reporting, video storytelling, media law and web publishing.

RELEVANT WORK EXPERIENCE

BBDO NY
6/2019 - PRESENT

JUNIOR STRATEGIC PLANNER

Developing creative brand strategies for Ford's first EV launch, vehicle technology and Ford Pass Rewards program. Also contributing to ongoing new business pitches as needed.

HUDSON ROUGE
SUMMER 2018

STRATEGY INTERN

Contributed to Lincoln Motor Company's nameplate strategy, annual event planning, and trend reporting. Also responsible for competitive audit for internal agency brand refresh.

CONQUEST
GRAPHICS
2015-2017

MARKETING COORDINATOR

Managed digital advertising, website redesign, email marketing, and automated work-flows. Responsible for blog posts, print marketing materials, and developed new product launches.

310 INC
2015-2016

ANALYST

Consulted with economic development teams to identify businesses with the potential to expand operations to their region through stakeholder interviews, and market research.

FREELANCE
2012-2014

MARKETING CONSULTANT

Developed integrated marketing strategies for St. Petersburg, Florida's top real estate agents. Coordinated brand refresh, positioning, social strategy and production of marketing materials.

A FEW OF MY FAVORITE THINGS



FIXED GEAR
BIKES



THE SUNSHINE
STATE



VINYL RECORD
COLLECTING



DINNER
PARTIES



WATCHING
BASEBALL