

Phil Castillo

Project Management | Creative Operations | Team Leadership

San Tan Valley, AZ | 480-604-4949 | philcastillo.jobs@gmail.com

Portfolio & Professional Profile

PROFESSIONAL SUMMARY

Creative operations and team leader with experience managing concurrent projects, developing staff, and building workflows that turn business priorities into finished work. Built and managed a five-person creative team, implemented Asana systems for 50+ simultaneous projects, and contributed to substantial audience growth at two companies. Brings a practical combination of project delivery, marketing strategy, client service, and retail operations experience to management roles that require clear priorities, accountable teams, and measurable results.

CORE SKILLS

Project planning and delivery • Workflow design and process improvement • Cross-functional coordination • Team leadership and coaching • Scheduling and resource coordination • Performance tracking • Creative direction • Marketing and content strategy • Client communication • Quality control

PROFESSIONAL EXPERIENCE

Senior Video Producer | META PCs

Phoenix, AZ | January 2025-September 2026

- Built and managed a five-person team of producers, editors, and designers; established training practices that helped junior staff advance into lead responsibilities.
- Implemented Asana to coordinate 50+ simultaneous projects, organizing priorities, deadlines, and handoffs across creative production.
- Led creative production and workflow development during a period when the YouTube channel grew from approximately **343,000 to 1.68 million subscribers**, adding **1.34 million subscribers and 2.11 billion channel views** between January 13, 2025, and September 9, 2026.
- Helped scale the team's publishing operation from approximately **36 to 55 videos per month**, a **51% increase** across the audit's full-month comparison, while coordinating short-form, long-form, sponsored, and live deliverables.
- Owned sponsorship and advertising production from concept through delivery, working with creative collaborators and major technology brands including NVIDIA, AMD, and ASUS.
- Designed and operated three studio sets, coordinating equipment procurement, infrastructure, and production readiness.

Video Content Producer | DTF Superstore

Gilbert, AZ | May 2023-November 2024

- Promoted from Video Editor to Video Content Producer and took on expanded leadership responsibilities across content and marketing projects.
- Introduced Asana and designed workflows for a five-person team, establishing production tracking, deadlines, and handoffs.
- Helped grow the YouTube audience from approximately **1,000 to more than 10,000 subscribers within one year**, combining content strategy, customer education, and publishing improvements.
- Coordinated tutorials, internal training, marketing content, and paid campaign work with the marketing team to support customer understanding and product engagement.
- Led development of a custom Photoshop UXP plugin for direct-to-film printing workflows, collaborating with peers to translate production needs into a customer-facing tool.

Video Editor / VFX Artist / VR Compositor | Point in Time Studios

Tempe, AZ | July 2022-April 2023

- Managed post-production work across advertisements, promotional content, and complex interactive training projects, including delegation and communication with a team of editors.
- Coordinated editing, review preparation, and quality control for stereoscopic VR training modules spanning hundreds of scenes.

Owner / Video Content Producer | Papple Media LLC

San Tan Valley, AZ | November 2020-March 2023

- Managed client acquisition, marketing, creative direction, and delivery for a multimedia business serving real estate and commercial clients.
- Delivered photography, video, editing, and audio projects across varied client needs, balancing production work with business operations.

Assistant Manager | Build-A-Bear Workshop

Oklahoma City, OK | October 2019-December 2020

- Coordinated daily customer service operations, coached staff, evaluated performance, and identified hiring and training needs.
- Tracked store objectives and operating results; monitored inventory, costs, budgets, and resources to support store management.

Lead Photographer | Picsolve, Oklahoma City Zoo

Oklahoma City, OK | May 2018-October 2019

- Led site operations, employee scheduling, training, and customer service; interviewed and assessed prospective hires.
- Created spreadsheets to track employee and site performance and set daily goals informed by historical results, attendance, and operating conditions.

TOOLS

Asana • Microsoft Excel, Word & Outlook • Google Workspace • YouTube Studio & Analytics • Google Ads • Adobe Creative Cloud

EDUCATION & PROFESSIONAL DEVELOPMENT

Bachelor of Arts, Film & Video Production - Collins College, Tempe, AZ | 2015

Channel Jumpstart, Derral Eves - Training in audience strategy, analytics, content packaging, and channel growth