

Phil Castillo

Senior Video Producer | Creative Direction | Audience Growth

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Portfolio & Professional Profile

PROFESSIONAL SUMMARY

Senior Video Producer combining creative direction, hands-on production, and audience strategy with the ability to build and lead a creative team. Experience spans YouTube series, short-form content, branded campaigns, customer education, and advanced VFX and VR post-production. At META PCs, led production and contributed to channel growth from 343,000 to 1.68 million subscribers, with 2.11 billion channel views added during the measured tenure. Brings editorial judgment, technical depth, and repeatable production workflows to ambitious content teams.

CORE SKILLS

Creative development • Scriptwriting and directing • YouTube strategy and analytics • Titles, thumbnails, hooks, and retention • Short-form and long-form production • Team leadership • Sponsored and branded content • Multi-camera production • Lighting and audio • Editing and motion graphics • VFX and VR compositing • Live streaming • Production planning

PROFESSIONAL EXPERIENCE

Senior Video Producer | META PCs

Phoenix, AZ | January 2025-September 2026

- Led creative production and helped grow the YouTube channel from approximately **343,000 to 1.68 million subscribers** between January 13, 2025, and September 9, 2026; the channel added **1.34 million subscribers and 2.11 billion views** during that period.
- Built and managed a five-person team of producers, editors, and designers, with training that helped junior staff advance into lead responsibilities.
- Directed and produced short-form and long-form programming within a team operation that published **1,094 videos during the measured tenure**; implemented Asana workflows to coordinate 50+ concurrent projects.
- Helped develop the channel's recurring long-form technology news and analysis programming, expanding its range beyond short promotional videos into researched editorial content, original tests, and PC builds.
- Applied audience-focused scripting, hooks, and content packaging across a catalogue whose tenure-era releases include **40 of the channel's 50 most-viewed Shorts and 25 Shorts exceeding 10 million views**, according to the September 2026 audit.
- Owned sponsorship and advertising production from concept through delivery, including on-camera work and collaboration with influencers and technology brands such as NVIDIA, AMD, and ASUS.
- Designed and operated three studio sets, including lighting, equipment procurement, and infrastructure for multi-camera production and live content.

Video Content Producer | DTF Superstore

Gilbert, AZ | May 2023-November 2024

- Promoted from Video Editor to Video Content Producer, expanding into creative leadership and production workflow development.
- Helped grow the YouTube audience from approximately **1,000 to more than 10,000 subscribers within one year** through content strategy, audience-focused editing, and channel optimization.
- Wrote, shot, edited, and appeared in product tutorials, customer education, internal training, advertisements, and marketing campaigns.
- Introduced Asana workflows for a five-person team and partnered with marketing on Google Ads and YouTube promotions.
- Led development of a custom Photoshop UXP plugin for direct-to-film printing workflows, combining technical production knowledge with customer needs.

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

Tempe, AZ | July 2022-April 2023

- Edited advertisements, promotional reels, and corporate training content; advanced into 180°/360° stabilization and stereoscopic VR compositing.
- Delivered editing, effects, stereoscopic synchronization, and VR quality control for an interactive training production spanning hundreds of scenes.
- Collaborated with a team of editors on project coordination, delegation, and review-ready deliverables using Adobe Creative Cloud, Mistika VR, MochaVR, and SynthEyes.

Owner / Video Content Producer | Papple Media LLC

San Tan Valley, AZ | November 2020-March 2023

- Owned creative development, production, post-production, and client relationships for real estate, commercial, and digital media projects.
- Delivered photography, video, editing, and audio production while managing client acquisition and marketing.

Additional Experience

Freelance Wedding Cinematographer | Serendipity Cinema - Phoenix, AZ | May 2021-September 2024

Planned shoots, coordinated with clients and other creatives, captured video and audio, and delivered backed-up footage on deadline.

Earlier leadership: Assistant Manager, Build-A-Bear Workshop (2019-2020); Lead Photographer, Picsolve (2018-2019).

TOOLS & PRODUCTION TECHNOLOGY

Editing & design: Adobe Premiere Pro, After Effects, Photoshop, Lightroom; Blender; Cinema 4D

Specialized post-production: Mistika VR, MochaVR, SynthEyes

Production & live: Sony A7S III, Canon R5, DJI drones and gimbals, Atomos recorders, OBS Studio, Streamlabs

Planning & performance: Asana, YouTube Studio & Analytics, Google Ads

EDUCATION & PROFESSIONAL DEVELOPMENT

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

Channel Jumpstart, Derral Eves - Training in audience development, titles and thumbnails, retention, analytics, and channel growth