

JoAnn Castillo

Experience

Nov 2022 - Present

New York City Economic Development Corporation (NYCEDC), New York, NY

Senior Project Manager, Marketing Operations

- Lead email campaigns sharing RFPs, public programs, community engagement opportunities, and reports with residents and stakeholders.
- Develop presentations and materials translating complex project information for internal teams and external partners.
- Manage print trafficking for reports, program collateral, and public-facing signage that communicates city initiatives.
- Maintain digital asset systems to ensure accurate, accessible, and long-term documentation of city projects.
- Improve marketing workflows and processes to support coordinated, cross-team communication and public outreach.

Mar 2019 - Sep 2022

Lower Manhattan Cultural Council (LMCC), New York, NY

Communications & Marketing Manager (Mar 2022 - Sep 2022)

- Led digital communications strategy for public arts programs activating parks, plazas, and waterfront spaces.
- Managed outreach to 51k subscribers for artist grants and community programming.
- Promoted 101 days of free outdoor arts events attended by 6,500+ people in 2022.
- Supervised communications staff, contractors and interns.

Communications & Marketing Associate (Mar 2019 - Feb 2022)

- Created signage, visitor materials, and digital content for public programming at Governors Island.
- Designed and trafficked print and digital materials for artist and community events.
- Maintained LMCC's website and social platforms.

Additional Experience

Aug 2018 - Feb 2019

Freelance Media Relations Assistant, The COOPERation Inc.

Jun 2018 - Jul 2018

Marketing Intern, Ithaca Neighborhood Housing Services

Sep 2017 - May 2018

Art Exhibit Assistant & Design Intern, Tompkins County Public Library

Jan 2017 - May 2017

Marketing & Communications Intern, Creative Time

Education

Baruch College, New York, NY

Master of Public Administration (MPA)

Pi Alpha Alpha Honor Society

Baruch College, New York, NY

Certificate in Quantitative Methods for Policy and Equity Analysis

Ithaca College, Ithaca, NY

Bachelor of Science Integrated Marketing Communications

Graphic Design Minor

Skills

Project Management & Collaboration

- Asana, Wrike, Trello, Airtable
- Stakeholder engagement and cross-team coordination
- Workshop facilitation and event planning

Design & Visual Communication

- Adobe Photoshop, Illustrator, InDesign, After Effects
- Infographic and presentation design
- Print production and digital asset management

Mapping & Spatial Analysis

- QGIS, ArcGIS, GIS data visualization
- Spatial data analysis for urban planning and public space projects

Data & Research

- Excel, STATA, SPSS, R
- Survey design and quantitative and qualitative analysis
- Data visualization and reporting

Web & Digital

- Drupal, WordPress, HTML, CSS
- Email marketing (Mailchimp, Constant Contact)
- Social media strategy and analytics