

LINDA M. CASTILLO

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FREELANCER, the Sequel June, 2006 - Present
All copy, all the time. #WFH like a boss.

SENIOR COPYWRITER/COPY CHIEF – specializing in words, mostly...with scattered punctuation.

Shoolery Design, Inc. January, 2004 - June, 2006

Collaborated with Creative Directors, Account Executives and Art Directors regarding ongoing copy needs for Television Department, including CBS, HBO, Disney, A&E, Bravo (and more!). Created copy explorations to support all creative angles, participated in concept meetings, managed database of freelance copywriters, maintained contacts, areas of specialty, rates, tracked current project timelines, recruited new copywriters and edited/oversaw all incoming copy submissions; proofread, concepted and researched every assignment from initiation to finish. Contributed to theatrical, home entertainment and new media departments as time and need dictated.

FREELANCER TO THE STARS...okay, that's a stretch. February, 2003 - January, 2004
Full-time freelance copywriter; theatrical, television, print, A/V, radio, web...you name it, I wrote it.

STAFF COPYWRITER We're writing, we're writing...

B.D. Fox & Friends, Inc. Advertising November, 1996 - February, 2003

Clients: CBS Entertainment, TNT, TBS, Warner Home Video, Sony Television, Animal Planet. Wrote copy for outdoor, TV Guide, Consumer and Trade ads. Collaborated with Art Directors on creative concept. Also wrote for new media, theatrical, DVD and AV divisions.

Some people watch TV. Others work it.

CBS, Inc. – '92-'96

EXECUTIVE ASSISTANT

Open on: support staff for President of Entertainment; greeted guests to executive floor, heavy phones, memos, filing...all the basics, with a smile. Cut to: office of the Sr. VP of Program Planning; updated/distributed daily report on competitive information & national ratings; initiated administration procedures for programming/scheduling changes and acted as gatekeeper to VP's schedule while fielding calls from producers, execs and basic Hollywood bosses.

The Early Years – I should probably delete everything after this, but I'm still proud of it...so the kid in me stays in the picture.

College girl meets TV advertising bigwigs. Hijinks ensue.

The Peacock Web (AKA NBC, Inc.)

Advertising Intern, Print Ad Dept.

Proofread ads; evaluated press clips; wrote synopses for scripts; assisted at photo shoots.

Pomona College, Claremont, CA. Bachelor of Arts degree. Concentration in English. Graduated Cum Laude. Keepin' it classy.

University of Seville, Seville, Spain. Studied Spanish literature, grammar, conversation, art and culture. Taught basic English to preschoolers. ¿Comprende?

This resume is a WIP. Notes welcome. Revisions probable.