Gustavo Deveze Castellanos

CONTENT PRODUCTION · SOCIAL MEDIA · WEBSITE DEVELOPMENT

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Marketing professional with experience planning campaigns, producing visual content, and managing social publishing. Combines a marketing background with computer information technology and hands-on website development.

EXPERIENCE

Austin Community College — Ascender Program

Marketing and event coordination | September 2023–December 2024

Developed campaign ideas and handled design, filming, editing, coordination, scheduling, publishing, and reporting for the program's social account. Created content around events, student opportunities, and community stories.

T20 — Bonneval | Brand Ambassador | February–August 2022

Promoted Bonneval at events, interacted with attendees, and supported product logistics and inventory.

Reroute Music Group | Marketing Intern | June–August 2021

Supported social advertising for music releases and created Canva graphics and promotional videos using Adobe Premiere Pro.

SELECTED PROJECTS

The System Underneath | Independent content project | 2026

Directs an AI education brand across Instagram, TikTok, and YouTube. Selects topics, revises scripts and designs, and manages publishing. Published work includes source-led carousels and short videos; one YouTube Short recorded 1,272 views as of November 3, 2026.

NOVAEM | Website strategy, design & development | 2026

Owned a six-page website redesign from critique and visual direction through development, with separate recruiter and employer journeys, an illustrative calculator, and a three-step introduction flow.

EDUCATION

BBA, Marketing — St. Edward's University | December 2022
AAS, Computer Information Technology — Austin Community College | May 2026

SKILLS & TOOLS

Campaign planning · Content production · Video editing · Social scheduling · Event coordination · Responsive website design
Canva · Adobe Premiere Pro · Adobe Photoshop · Meta Business Suite · Hootsuite · HTML/CSS