

ARIELLE CASTILLO

✉ ariellecastillo@gmail.com

SUMMARY

Multimedia, multiplatform journalist, editor, and on-camera correspondent.

LANGUAGES AND MULTIMEDIA SKILLS

- Native fluency in Spanish; professional proficiency in French
- Digital and non-linear video editing in Avid and FinalCut Pro
- Broadcast news production software including iNews
- Basic graphic design in Adobe Photoshop, etc.
- Web production using various CMS platforms
- Web analytics including Google Analytics, Omniture, and Chartbeat
- Social media content creation and management including Snapchat, Periscope, Twitter, Facebook, Tumblr, Instagram, Vine, and more
- Basic video journalism on Panasonic and Canon cameras

EDUCATION

NEW YORK UNIVERSITY

New York, NY

B.A., Fine Arts (art history, with specialization in architecture), minor in urban studies and urban sociology NYU in Paris, 2004, coursework completed entirely in French Activities and Societies: Phi Beta Kappa, Founder's Day Honors Scholar graduate award, College of Arts and Science Presidential Honors Scholar, Washington Square News, WNYU.

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@ariellec
facebook.com/ariellecastillo



PROFESSIONAL EXPERIENCE

MAJOR LEAGUE SOCCER

2015-present

New York, NY

SENIOR EDITOR, DIGITAL

- Serve as on-camera host for "MLS Now" news segments, as well as for sideline reports, sit-down interviews, and field packages. Conduct field interviews in both English and Spanish.
- Serve as social media correspondent/content creator for major games and tent pole events.
- Plan, oversee, and execute league's digital coverage of the personalities, human interest stories, and culture in and around Major League soccer.
- Develop and create multi-platform content to best showcase these themes, including long and short text stories, video, and social media content (including photos and graphics, short-form video, and livestreams). Use analytics and data to evaluate and plan future content.
- Plan and execute multimedia coverage plans around tent pole events including CONCACAF Cup, MLS All-Star Game, MLS Cup, and Copa America Centenario.
- Supervise weekly match coverage, overseeing all league web site output on game nights, and managing a team of beat reporters, social media creators, and video highlight editors.
- Manage pool of freelance multimedia content creators, including budget planning and administration.

FUSION, THE ABC-UNIVISION JOINT VENTURE

2013-2015

Miami, FL

CULTURE EDITOR, PRODUCER,
REPORTER/CORRESPONDENT,
FILL-IN ANCHOR, MUSIC BOOKER

- Served as multimedia, multiplatform producer, reporter, and on-camera correspondent and fill-in host for national digital and cable network owned by ABC/Disney and Univision.
- Serve as regular guest, correspondent, and fill-in host for live, prime-time news/talk/variety show.
- Planned and directed pop culture coverage for network's digital and multiplatform projects. Used analytics tools to determine future content plans.



PROFESSIONAL EXPERIENCE CONT.

- Supervised team of staff and freelance content producers.
- Wrote and produced daily digital stories.
- Produced, reported, shot, and rough-edited weekly video packages for broadcast and digital.
- Wrote scripts, booked guests, produced video clips, built rundowns, and created lower thirds for weekly broadcast segments.
- Booked weekly house bands and live musical guests for prime-time broadcast.

FREELANCE WRITER, JOURNALIST, AND EDITOR

2010-2013

Miami, FL and New York, NY

- Freelance reporting, writing, and editing, from daily digital content to in-depth, long-form print features specializing in sports, music, pop culture, arts, entertainment, celebrity, fashion, food, travel, and more.
- Past national clients include Rolling Stone, Spin, Billboard, Zumba Fitness, the Independent, American Way, AOL Music, Flaunt, Nylon, and more.

MIAMI NEW TIMES / VILLAGE VOICE MEDIA

2007-2010

Miami, FL

MUSIC EDITOR

- For both the Miami New Times and Broward-Palm Beach New Times newspapers, planned and implemented new coordinated digital content for newspaper's web site and music blog.
- Wrote multiple blog posts a day and edited blog to ensure overall updates eight to 10 times a day.
- Managed social media outreach/accounts for blog and music content.
- Planned, assigned, and line edited weekly print music section for alternative newspaper.
- Supervised both papers' club editors, Broward-Palm Beach paper's entertainment assistant, and freelance contributing writers.
- Planned and managed quarterly music editorial budget for both papers.
- Wrote frequent long-form music features, including cover stories.

AWARDS

- First Place, Best Music Blog, Association of Alternative Newsweeklies Awards, 2013 (joint award received with fellow blog authors)
- Second Place, Criticism, Print, Non-Daily, 60th Annual Green Eyeshade Awards, 2010
- Third Place, Arts/Entertainment Reporting, Non-Daily, Florida Society of Professional Journalists 2008
- Honorable Mention, Da Capo 'Best Music Writing 2008'