

# JOSE A. CASTILLO

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## EDUCATION

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<b>The University of Texas at Austin</b>	Bachelor of Arts in Music Composition Minor: Business Administration	May 2020
<b>McCombs School of Business</b>	Digital Marketing Certificate <i>Coursework in Content Marketing, SEO, &amp; Social Media</i>	Dec. 2021

## SELECTED COMPOSITIONS

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<b>Harp Commission – Butler School Collage Series</b>		Aug. 2020
<ul style="list-style-type: none"><li>Selected to write a solo harp piece for Aishwarya Shivkumar inspired by the sounds and histories of East Austin</li><li>Winning proposal selected amongst pool of Butler composition students for the first ever Collage Series contest</li></ul>		
<b>Mariachi Collaboration – UT Mariachi Paredes</b>		Jan. 2020 – May 2020
<ul style="list-style-type: none"><li>Arranged a Chilean feminist protest anthem for Mariachi ensemble under the direction of Prof. Mónica Fogelquist</li><li>Launched a remote recording project to give local musicians work and premiere piece in light of COVID cancellations</li></ul>		
<b>Dance Collaboration – CLUTCH (Collective Labors of the UT Composer’s Hub)</b>		Nov. 2019
<ul style="list-style-type: none"><li>Initiated a dancer-choreographed collaboration of a 10-minute mixed ensembled piece featuring stage acting and props</li></ul>		
<b>Orchestral Commission – Wichita Falls Youth Symphony Orchestra</b>		Dec. 2017
<ul style="list-style-type: none"><li>Collaborated with Board of Directors to establish vision for a commemorative work to be performed by student orchestra</li></ul>		

## SELECTED PERFORMING EXPERIENCE

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<b>University of Texas Orchestra – Cellist</b>		Aug. 2019 – May 2020
<ul style="list-style-type: none"><li>Attended weekly rehearsals in anticipation of two high-quality full symphony orchestra concerts per semester</li><li>Produced professional quality video and audio recordings of cello excerpts for virtual orchestra performance</li></ul>		
<b>University of Texas Lab Orchestra – Cellist</b>		Jan. 2019 – Dec. 2019
<ul style="list-style-type: none"><li>Interpreted contemporary works of various ensemble sizes across four university-sponsored concerts</li></ul>		
<b>University of Texas Jazz Ensemble and Combos – Saxophonist, Composer</b>		Aug. 2016 – May 2019
<ul style="list-style-type: none"><li>Premiered original works and led sectional rehearsals in anticipation of concert performances to audiences of over 150</li></ul>		
<b>Estilo Tejano – Saxophonist, Arranger</b>		Dec. 2015 – July. 2016
<ul style="list-style-type: none"><li>Performed popular styles in horn section of this local, long-standing Tejano music band for private and public concerts</li></ul>		

## ARTS ADMIMNISTRATIVE EXPERIENCE

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<b>National Association of Latino Arts &amp; Cultures – Grants Programs Associate; Remote</b>		Dec. 2020 – Present
<ul style="list-style-type: none"><li>Published national Mailchimp campaign to mailing list of over 11,000 addresses that resulted in a 35% average open rate and 1,748 Relief Grant submissions over 3 months.</li><li>Administered 371 COVID-19 Relief Grants to Individuals, 501(c)3 Non-profits, and Fiscal Sponsors for a \$1,150,000 total investment in the holistic wellness and emergency recuperation of the Latinx arts and culture field.</li><li>Collaborated with Finance &amp; Operations to iteratively improve Accounting grant payment processes, identifying redundancies and reducing administration time per grant made using Airtable, Adobe Sign, and Quickbooks by over half.</li><li>Leveraged John Hopkins COVID-19 Map and Submittable data reports in real-time to target Latinx audience segments with paid social media advertising, increasing representation/equity of marginalized groups in grant distributions.</li><li>Implemented support infrastructure for the NALAC Fund for the Arts (NFA) including official application guidelines in English and Spanish, individual consultations, and communications to over 100 written inquiries via support desk.</li><li>Curated over 40 live sessions for over 1,000 conference attendees in the 3-day virtual National Latinx Summit, including keynote speakers, artistic performances, field conversations, and marker vendors.</li><li>Presented live support Zoom webinar content in English and Spanish to over 250 registrants over five hour-long sessions.</li><li>Proofread headlines and copy for press releases, email newsletters, and social media posts.</li><li>Update website copy for program updates and descriptions in collaboration with Technology team.</li></ul>		

**Chorus America Music Education Partnership Grant – Grant Panelist; Remote** Jan. 2022 – May 2022

- Interviewed four nonprofit partners to steward a total investment of \$140,000 to Southwest music education in alignment with the grant-making organization’s core values of anti-racism, anti-oppression, and redressing historical wrongs.

**Mexic-Arte Museum – Development and Events Intern; Austin, TX** Aug. 2019 – Dec. 2019

- Marketed bilingual vendor registration campaign to over 45 local and national businesses, indie artists, and corporations.
- Designed post-event satisfaction survey that assessed outcomes for an annual holiday parade with over 15,000 attendees.
- Converted 18 event volunteers via organic social media interest form targeting the Austin student and Latinx community.

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## **CONTENT MARKETING EXPERIENCE**

**Corpus Christi Symphony Orchestra – Digital Marketing Specialist; Austin, TX** Aug. 2020 – Dec. 2020

- Developed a proprietary social media calendar template to schedule 8-12 weekly posts on Facebook, Instagram, and LinkedIn.
- Strategized and implemented a social media and digital content plan by evaluating metrics in alignment with organizational goals for memberships, ticket revenue, and community outreach.
- Researched trends in comparable organization’s web presences including landing pages, social media, and email marketing.
- Used media assets and Adobe Creative Suite to design promotional social media graphics and season concert flyers.

**Austin Music Foundation – Marketing and Administrative Intern; Austin, TX** May 2020 – Aug. 2020

- Researched music industry trends to write accessible how-to guides, blog posts, and infographics for the artist ecosystem
- Published event pages on Facebook and local news outlets to increase attendance by 50%.
- Updated programs databases with mailing lists and customer touchpoints.

**University Housing and Dining – Resident Assistant; Austin, TX** Aug. 2017 – Mar. 2020

- Planned and implemented over 25 social and educational programs according to the assessed needs of 800 residents
- Marketed campus-wide social event for LGBTQA+ cultural competency and inclusivity attracting over 50 attendees
- Created custom content for social media and email to best engage and inform students

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## **EDITORIAL EXPERIENCE**

**Soundigest.com – Music Writer; Remote, New York, NY** Jun. 2020 – Sept. 2020

- Wrote and published over 15 music journalism/criticism articles in WordPress using HTML/CSS and adhering to a style guide.
- Propose 2-3 weekly pitches in collaboration with an assigned editor as outlined by an editorial schedule workflow.
- Optimize published articles for Search Engine Optimization (SEO) with key words and backlinks.

**Stagedive (formerly Euphoria ATX) – Marketing and Editorial; Austin, TX** Feb. 2020 – Jun. 2020

- Corresponded with A&R, college marketing, and publicity contacts from various firms including In2une, Kobalt, and AWAL.
- Fundraised \$1,000 for Health Alliance for Austin Musicians through a 3-day livestream concert featuring local upcoming acts.

**KVRX-FM Student Radio – Volunteer, Co-Host; Austin, TX** Aug. 2019 – Mar. 2020

- Contributed album review templates and writing guides for use by station managers and student radio hosts

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## **ADDITIONAL INFORMATION**

**Hard Skills:** WordPress, HTML/CSS, Adobe Creative Suite, Microsoft Office, Meta Business Suite, Final Cut Pro

**Work Eligibility:** Eligible to work in the U.S. with no restrictions  
**Languages:** Bilingual proficiency in Spanish