



ALEXANDER JOHN AGUILAR CASTRO II

Marketing & Creative Operations Director

IBM Certified: Enterprise Design Thinking Practitioner, Co-Creator, AI Team Essentials, and Specialist in GenAI for Executives & Business Leaders



Branding. Marketing. Advertising. Design. Results.

Leveraging Data & AI in cross-functional teams, productivity, and operational efficiency.

23 Years of Industry Experience

Efficient in custom and high volume executions with proficiency in people, project, and stakeholder management. Strong advocate of growth transformation and global collaboration.



website

At a glance

- 150% Average revenue uplift delivered
- 80-90% Increase in operational efficiency
- 70-140% Increase in production capacity
- 20+ Years industry experience
- 700+ Managed creatives
- 15 Countries serviced
- 12 Global agencies partnered
- 80+ Clients Served

- 211K Impacted employees
- \$21.1B Enterprise value entrusted
- 33.4K Delivered projects
- 100% Delivery rate

Highlights:

Newfold Digital Inc. | Creative Director for Asia-Pacific

Present

6400+ managed projects

Web Tech

1.8 yrs

Ensuring guardianship for multiple brands across Asia-Pacific with recurring revenue of over 100mn in USD. Elevating business intelligence and revenue uplift, establishing Creative Center of Excellence by providing thought leadership and creative direction; promote best practices; deliver trainings where needed - inspiring creative work to deliver better creative products while leveraging AI in cross-functional teams.

May 2024

INDIEGOD | Director of Marketing & Creative Operations (Global)

Apr 2024

4K+ managed projects

Marketing

16 yrs

As its head of operations, I have 100% ownership of its executions bearing full responsibility in revenue outcomes. I have acquired clients and managed creatives at a scale that will rival any global creative agencies. Accumulated over 10 figures in gross revenue (PHP or 50+M in USD) with 60-68% YoY growth, and provided work for over 200+ marketing & creative professionals, 50+ vendors, and serviced 80+ clients across the company's tenure. INDIEGOD is an independent multimedia outfit focused in Project Management, Brand development, Design, Marketing(Traditional/Digital), and Advertising(paid/organic). Worked in multitudes of industries and disciplines with deep involvements in Film, Music, FMCG, E-com, Tech, Finance, and Hospitality to name a few.

Aug 2008

Partnerships:

Tenet Healthcare (GBC) | Creatives Team Lead (US / PH)

Oct 2023

21K+ managed projects

Healthcare

Creative Direction, Project Management, Marketing, Inspiring creatives (Content | Design | Video | Animation) work at their peak to deliver an average of 700 tasks per month at an optimized turnaround time, servicing 60+ hospitals and 500+ ambulatory facilities and a group of physicians with over a thousand members. Supported enterprise marketing initiatives that helped in revenue generation of over 20+bn YoY.

Oct 2020

Seven Seven Global Services, Inc. | Creative Lead (APAC / US)

Sep 2020

1400+ managed projects

Information Tech

Managed projects with over 10bn in value across international mix of clients. Established visual communication standards from print to digital, that would build corporate identities functioning in seamless transitions for employer and corporate branding. Creating a unified perspective that reflects the company's business objectives through a visual language that clients and talents can connect to.

Sep 2019

TOA Global | Brand Design Lead (ANZ / US / PH)

Aug 2019

1000+ managed projects

Finance

Supported marketing initiatives and guaranteeing conversion-driven executions through written and visual communications. Witnessing company growth of over 200% or 100+mn in USD during tenure. Developed a visual language to position the company as a future-centric force in the BPO industry.

June 2018

Others:	Position	Start	End
Jediminds Digital, Inc.	Creative Director	July 2012	Oct 2013
Cuttingedge Productions, Inc.	Lead Design / Creative Director	June 2010	June 2012
ABS-CBN Global, Ltd. (Employed)	Broadcast Design Specialist	Aug 2004	May 2009
HBC, Splash Corp. (Employed)	Product Development Specialist	April 2003	Nov 2003



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2026

UNIVERSITY OF THE PHILIPPINES (DILIMAN)
College of Fine Arts
CFA Visual Communications Major in Advertising
1999 - 2002



TECHNICAL UNIVERSITY OF MUNICH
Cost Accounting Specialization
CA: Profit & Loss Calculation
2025



Capacity



- Creative Direction
- Sales & Marketing
- Project Management
- Brand Development
- Product Development
- Content Development
- Digital Marketing
- Artificial Intelligence
- Marketing Strategy
- Graphic Design
- Motion Principles
- Pre-Production
- Production
- Post Production
- Direction (Live / 2D + 3D)
- UI/UX
- Copywriting | SEO | AEO | GEO | AIO

Proficiency



- GenAI | RAG | Agentic AI
- Data Management
- Advertising Management
- Creative Softwares
- Adobe CC Suite
- Figma
- Administrative Softwares
- Office 365
- G Suite
- AI Tools
- Midjourney | Luma
- OpenAI - ChatGPT
- M365 Copilot
- Gemini
- Flux | Kling | Runway
- Elevenlabs | HeyGen
- Artist | Freepik



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Portfolio

Brand Management | B2B - Account Based Marketing

Global

US

Technologies

newfold digital, bluehost, HostGator, Network Solutions, DOMAIN.COM, register.com, Apple, Google, amazon, Microsoft, airbnb, Spotify, REDOX

Media & Entertainment

NBC, FOX, NATIONAL GEOGRAPHIC, Discovery CHANNEL, Disney, MARVEL, WARNER BROS. DISCOVERY, ROBLOX, PlayStation.

Healthcare/Pharma

CONIFER HEALTH SOLUTIONS, Tenet Health, United Surgical Partners INTERNATIONAL, Pfizer

Finance

Bank of America, WELLS FARGO

Automotive

Ford, BMW, NISSAN

EU / APAC / SEA

Technologies

POLAR, yoast, Crazydomains, Freeparking, vodien, BIGROCK, Digital Pacific, Grab, PayPal, SIEMENS, NOKIA, BT Group, SONY, PHILIPS

F&B/FMCG/FFR

Nestlé, Coca-Cola, Red Bull, pepsi, McDonald's, KFC, Starbucks, BURGER KING, 7 ELEVEN

Media & Entertainment/Other

PBS, STARZ, EUROSPORT, TNT SPORTS, Premier League, ROLEX, QANTAS, NIKE, PUMA, Dusit HOTELS & RESORT, Bloomberry Resorts Corporation, SOLAIRE RESORT & CASINO, OKADA MANILA