



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

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

Portfolio

Brand Management | B2B - Account Based Marketing

Global

US

Technologies



Media & Entertainment



Healthcare/Pharma



Finance



Automotive



EU / APAC / SEA

Technologies



F&B/FMCG/FFR



Media & Entertainment/Other



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