

GABRIELA CASTILLO LONDONO

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PROFESSIONAL SUMMARY

Full-stack web developer with a multidisciplinary background in graphic information technology, digital marketing, and visual design. Experienced in building, maintaining, and optimizing WordPress and Shopify websites, customizing front-end experiences, improving SEO visibility, and developing conversion-focused landing pages that support business growth. Adept at bridging technical execution with creative strategy through UX-informed design, brand systems, content strategy, HubSpot integration, paid advertising, and digital asset creation.

My work focuses on creating digital experiences that support the full customer journey, from search visibility and first impressions to product education, lead capture, and conversion. By combining development, design, and marketing strategy, I create functional, polished, and user-centered solutions that align with business objectives and measurable outcomes.

TOP SKILLS

- HubSpot
- Shopify
- Front-end development
- Responsive design
- Online Marketing Strategy
- B2B marketing
- WordPress
- UI and UX prototyping
- Website optimization
- SEO techniques
- Accessibility design
- Interaction design

EDUCATION

Arizona State University
Tempe, AZ

M.S. Graphic Information Technology
Magna Cum Laude
May 2026

B.S. Graphic Information Technology
Summa Cum Laude
Full-Stack Web Development
July 2025

EXPERIENCE

BioBond Adhesives, Inc. | Visual Content & Digital Media Manager
United States | 12/2024 – Present

- Manage and optimize company WordPress website, including content updates, SEO improvements, landing pages, product pages, and ongoing site visibility enhancements.
- Supported launch and maintenance of Shopify DTC website, including theme customization, product content updates, and customer-facing design improvements.
- Develop SEO-driven website copy, weekly blog content, and optimized landing pages for B2B and DTC audiences to improve search visibility and support lead generation.
- Use tools such as Semrush, HubSpot, Shopify, and WordPress to support digital marketing workflows, content strategy, customer journey optimization, and conversion-focused campaigns.
- Create branded digital and print assets, including product labels, mailers, folders, business cards, sales collateral, ad creatives, and website graphics.
- Execute targeted paid social campaigns connected to optimized landing pages to support product awareness, traffic growth, and higher conversion opportunities.
- Collaborate with leadership, sales, and product teams to align website content, brand messaging, product education, and digital marketing strategy with business goals.

National Academy of Sports Medicine | Student Success Coach
United States | 09/2023 – 12/2024

- Resolved customer concerns, technical support issues, and account-related requests through inbound calls and email communication.
- Trained new representatives and created SOPs to improve team consistency, onboarding, and service workflows.
- Supported Student Success and Member Services teams by managing escalated cases with professionalism, accuracy, and policy alignment.

Omstars | Freelance Graphic Designer
United States | 03/2022 – 12/2024

- Designed digital graphics for social media, workshops, campaigns, and educational content across multiple platforms.
- Supported brand strategy, visual direction, and content development for Omstars and Kino Yoga marketing initiatives.
- Collaborated with senior design leadership to create brand-aligned assets that improved audience engagement and online visibility.

Sodexo | Future Leader Graphic Design Intern
United States | 08/2022 – 05/2023

- Designed logos, posters, cards, and internal marketing materials aligned with corporate brand guidelines.
- Created research-based social media graphics and campaign assets for Stop Hunger partnership initiatives.
- Presented design concepts and project updates to support communication between designers, managers, and cross-functional teams.

Yoga Democracy Activewear | Design Consultant
United States | 03/2022 – 06/2022

- Directed social media creative and copy to maintain brand consistency across campaigns, product launches, and audience-facing content.
- Designed email graphics, templates, and promotional assets for affiliate campaigns and monthly product marketing initiatives.
- Supported brand partnerships by researching influencer and organization collaborations aligned with campaign goals.

Omstars | Social Media Manager / Graphic Design Intern
United States | 04/2021 – 03/2022

- Created and managed visual content for Instagram, TikTok, Facebook, YouTube, and community platforms to support engagement and brand visibility.
- Designed social media graphics, yoga challenge assets, pose breakdown visuals, and promotional content in collaboration with senior design leadership.
- Scheduled campaign content, supported event promotion, and coordinated sponsor giveaways to increase audience participation.

LANGUAGES

English

Native or Bilingual

Spanish

Native or Bilingual