

# Christopher Castro

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## Professional Summary

Creative and results-driven Content Producer and Videographer with extensive experience in creating engaging social media content, video production, and motion graphics. Expertise in growing brand presence, engaging audiences through multimedia, and driving significant social media growth. Adept at managing cross-functional teams, collaborating with stakeholders, and delivering high-quality content across multiple platforms. Seeking to leverage skills in content creation, social strategy, and brand development in a creative lead role at a content-focused company.

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## Experience

### Content Producer

AttorneyTom, LLC — Houston, TX

October 2023 – Present

- Spearheaded the management of the brand's social media channels, including Instagram and Facebook, growing the page to 900+ followers and achieving over 90k views in February 2025.
- Created dynamic content including graphic posts, video reels, and photography, resulting in increased engagement and follower growth.
- Produced high-quality video content utilizing DSLR cameras, Tricaster Broadcasting, and Adobe Suite software to showcase the brand's personality and services.
- Developed 2D/3D motion graphics to enhance visual appeal and communicate key messages.
- Provided coverage for multi-day events with video capture, including headshots, event photography, and promotional content creation.

Key Software: Adobe Suite (Premiere Pro, After Effects, Photoshop), DaVinci Resolve, OBS, Monday.com, Canva, Blender

### Videographer and Video Editor (Freelance)

Dromos — Remote

January 2022 – Present

- Created and edited social clips, podcast episodes, and graphics for the *WheelPrint Podcast*, helping to build an engaging visual identity for the brand.
- Led video production for live basketball events, capturing full games, drills, and ceremonies, enhancing brand visibility and audience engagement.
- Produced a comprehensive retirement video for David Kiley's retirement from DK3 Basketball, showcasing event highlights with multiple camera angles and storytelling techniques.

*Key Software:* Premiere Pro, After Effects, Final Cut Pro

### **Videographer (Freelance)**

Allied Wellness, LLC — Houston, TX

February 2023 – January 2025

- Shot and edited interviews, workout tutorials, and recipes for the fitness brand, creating engaging promotional content for social media and internal campaigns.
- Integrated motion graphics to enhance video content and ensure alignment with brand voice and messaging.
- Collaborated with senior management to deliver content that resonates with both the target audience and company stakeholders.

*Key Software:* Premiere Pro, After Effects, Canva, Motion Graphics

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### **Skills**

- **Social Media Strategy & Management:** Expertise in Instagram, Facebook, and other platforms; focused on engagement and growth.
  - **Video Production & Editing:** DSLR cameras, Tricaster, Adobe Suite (Premiere Pro, After Effects), DaVinci Resolve.
  - **Motion Graphics & Visual Design:** Proficient in 2D/3D motion graphics, visual storytelling, and branding.
  - **Project Management:** Experience with Monday.com, team collaboration, and managing content calendars.
  - **Brand Development:** Strategic content creation for brand identity, tone, and audience engagement.
  - **Fitness Content Creation:** Specialized in producing content for fitness and wellness industries, including tutorials and branded promotions.
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## Education

Bachelors in Cinema Arts

Houston Christian University — 2022

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