



EDUCATION

M.S. IN BUSINESS/BRANDING, CREATIVE BRAND MANAGEMENT

VCU Brandcenter
Richmond, VA
2019 - 2021

Brandcentral Treasurer, 2019

B.S. IN MARKETING

Virginia Commonwealth University
Richmond, VA
2016 - 2018

Target® Brief Competition Winner

COURSES

VCU BRANDCENTER

Brand Design
Business of Branding I / II
Strategic Thinking
Data Analytics
Research Methodologies
Advanced Brand Management
Creative Thinking

JONATHAN CASTANEDA

CREATIVE BRAND MANAGER

castanedajj@vcu.edu
571-458-0930

EXPERIENCE

THE CARRIAGE HOUSE

ACCOUNT MANAGER

Richmond, VA / April - Aug 2020

- Managed daily responsibilities for multiple cross-functional teams across several brands to coordinate realistic and actionable deliverables that achieved business goals and strategic problem solving.
- Built and nurtured client relationships through streamlined communication, proactive expectation management, and empathy.

DOMINION PAYROLL

BRAND CONSULTANT

Richmond, VA / May - June 2017

- Conducted market research and competitor analysis for expansion initiative.
- Developed five factor algorithm to identify viable new markets.
- Crafted strategic company wide recommendations based on short and long-term goals.

EDUCASOFT

BRAND CONSULTANT

Prague, CZ / June - July 2017

- Conducted market research and competitor analysis for product expansion initiative.
- Delivered strategic recommendations to optimize landing page.
- Developed marketing campaign to launch Learning Management Software in new market.

SKILLS

Spanish / Market Research / Competitor Analysis / Brand Positioning / Brand Strategy / Brand Design / Data Analytics