



Erin Castillo

Senior Marketing Manager - consumer and DTC brands

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Eleven years of launches, rebrands and lifecycle programs for consumer brands, every one planned against a written target and reported against the same target. I brief creative with the unit economics attached, build teams that keep shipping after I leave, and keep a swipe file two thousand ads deep.

Open to senior marketing roles from November 2026.

EXPERIENCE

Senior Marketing Manager

2023 – Present

Copper & Pine · Chicago, IL

Own brand, lifecycle and campaign planning for a specialty coffee company; \$2.1M annual media, six direct reports. Launched The Slow Roast Club subscription (12,400 members in six months) and turned a summer slump into The Porch Sale, a ten-day event worth \$1.9M.

Marketing Manager

2020 – 2023

Verra Home · Chicago, IL (hybrid)

Ran the rebrand (+47% branded search in two quarters), launched the First Light bedding line to a pre-built waitlist, and rebuilt the email program from six monthly blasts into a lifecycle engine carrying 31% of revenue (+212% email revenue in a year).

Marketing Specialist

2017 – 2020

Fieldstone Outfitters · Chicago, IL

Planned seasonal campaigns for forty stores. The Weather Anything fall campaign lifted store traffic 31% year over year on a budget cut by more than a third, and ran for three seasons after handover.

Marketing Coordinator

2015 – 2017

Harvest Lane Foods · Chicago, IL

First job in marketing: regional product launches, in-store campaigns and coupon reconciliation for a grocery brand. Learned to check the number before admiring the creative.

EDUCATION

BA, Communications

2011 – 2015

Lakeshore University · Chicago, IL

Minor in statistics. Ran the student radio station's ad desk, which was the real education.

SKILLS

Campaign planning and budgeting ●●●●●

Lifecycle and email marketing ●●●●●

Paid media (search and social) ●●●●○

Brand and positioning ●●●●○

Marketing analytics and testing ●●●●○

Team leadership and hiring ●●●●○

CERTIFICATIONS

Certified Performance Marketer

2022

Meridian Institute

Lifecycle Messaging Certification

2024

Signalcraft Academy

Marketing Analytics Certificate

2021

Lakeshore University Extension

SELECTED CAMPAIGNS

The Slow Roast Club (2025)

Subscription launch for Copper & Pine: 12,400 members in six months against a 10,000 target, media paid back in month seven.

One-Percent Better (2023)

Email program rebuild at Verra Home: +212% email revenue in twelve months, now 31% of company revenue.

The Verra rebrand (2021)

Positioning, identity, packaging and relaunch in two quarters: +47% branded search with no added media.

The Porch Sale (2024)

Ten-day event-led seasonal campaign: \$1.9M in sales and 1,800 new members, mostly on email and string lights.

LANGUAGES

English — Native

Spanish — Professional working

AWARDS AND TALKS

Campaign of the Year shortlist	2025
Midwest Marketing Awards, The Slow Roast Club	
Best integrated campaign	2024
Lakefront Ad Club, The Porch Sale	
Briefing creative with the P&L attached	2025
Talk, Brand Camp Chicago	
Retention is a media channel	2024
Talk, DTC Roundtable	