

Luiza Castro

BRAND DESIGNER & VISUAL STORYTELLER

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PROFILE

Brazilian-born brand designer and visual storyteller who starts with the business, audience, and real communication need, then builds complete creative systems across identity, narrative, social content, video, and sales materials.

CORE SKILLS

Brand diagnosis | Brand strategy | Creative direction | Visual identity | Content strategy | Social media | Storytelling | Video concepts | Copywriting | Sales materials | Adobe Illustrator | Adobe Photoshop | Canva | Airtable

EXPERIENCE

Brand & Creative Marketing Consultant - My Walls Home Design **2025-Present | Orlando, FL**

- Lead brand and creative communication for a custom window-treatment and home-design company serving residential clients, designers, and B2B partners.
- Develop positioning, content strategy, social campaigns, sales materials, and client-facing communication.
- Translate product, textile, interior, and customer insights into visual storytelling that supports awareness, inquiries, and customer experience.

Marketing & Creative Director - The Hive Company **2022-2025 | Orlando, FL**

- Led brand strategy and creative direction for service-based businesses.
- Developed multi-channel content systems across social, websites, campaigns, and customer-facing materials.
- Coordinated client communication, editorial calendars, messaging, and creative assets across projects.

Marketing & Communications Director - Pujante Transportes **2006-2022**

- Led brand communication and marketing support for a transportation company.
- Developed client-facing messaging, promotional content, and company presentations.
- Coordinated communication across leadership, clients, partners, and internal teams.

Tour Guide & Customer Experience Representative - MS Turismo **2007-2017 | Orlando, FL**

- Guided Brazilian visitors and groups in Orlando and supported bilingual guest communication.
- Coordinated schedules, travel logistics, and on-the-ground customer needs.

ADDITIONAL U.S. EXPERIENCE

J-1 Work & Travel Program - United States **2004-2005**

- Developed adaptability, cross-cultural communication, and familiarity with the American workplace through an early cultural exchange experience.

EDUCATION

Bachelor's Degree, Advertising and Marketing - IESB **2004-2008**

Postgraduate Degree, Fashion/Apparel Design - Istituto Europeo di Design **2009-2011**

Additional Studies, Jewelry Design, Goldsmithing & Metalsmithing

- Jewelry design, hand fabrication, precious metals, soldering, materials, and visual composition.

LANGUAGES

Portuguese: Native | English: Professional working proficiency