

JAMIE CASTRO
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WORK EXPERIENCE

SELF EMPLOYED

United States | Spain | Philippines

International Growth, Strategy, and Marketing Consultant

September 2015 – Present

- Spearheaded market segment analysis and evaluated disruption opportunity in the Philippines for True North Venture Partners portfolio companies in the energy sector
- Consulted on presentation for FC Barcelona 2016 Sports Technology Symposium about the application of nanotechnology in textiles to soccer
- Designed value proposition, communications material, and promotional videos for three-star Michelin restaurant Azurmendi
- Workshopped with Muka Design Lab to win international design competition held by Lowenstein and Unbranded Designs
- Provided growth strategy for travelbasquecountry.com; specific emphasis on marketing and online to penetrate US market
- Advised Philippine Development Foundation on entrepreneurship ecosystem growth; focused on conducting entrepreneurship workshops and building the country's premier startup incubator and mentorship program

SEARS HOLDINGS CORPORATION

San Francisco, CA | Hoffman Estates, IL

Director of Strategy, Kmart Apparel

May 2015 – August 2015

Chief of Staff, Kmart Apparel

June 2013 – April 2015

Senior Leadership Program Associate

July 2012 – June 2013

- Ran ten-person marketing team during transition period between CMOs
- Project managed twelve corporate-wide workstreams to achieve corporate target of 100% growth in margin; owned one workstream delivering \$5M in cost savings through improved labor efficiency
- Led nine-person business intelligence team to design operational reporting and performance analytics for all targeted marketing
- Built dashboard for internal and external stakeholders providing analysis of one billion transactions; informed profit generating decisions within product development, marketing, inventory, and pricing
- Identified vendor opportunities within SHC loyalty program; pilot test increased member acquisition by 17% and average order size per member by 100%
- Wrote brand book for 45 brands and analyzed customer segmentation per brand to A/B test brand specific marketing campaigns
- Managed partnership and launch of celebrity activewear brand (\$30M)

SOLUTIONSET (acquired by Epsilon)

Mill Valley, CA

Associate Analytics Director, Strategy Group

Mar 2008 – July 2010

Analytics Manager, Strategy Group

Nov 2005 – Mar 2008

- Created innovative, client-specific direct marketing programs and served as primary client-facing lead for multiple Fortune 100 clients including AT&T, eBay, PayPal, American Express, and Dell
- Developed a marketing and acquisition program from the ground up that grew client customer base from zero to 2M and grew allocated budget from \$40K to over \$10M in three years
- Grew client's penetration of diversity markets by up to 50% through specialized, targeted messaging strategies
- Exceeded client objectives by up to 187% in consecutive months by creating proprietary data tracking methods that allowed for increased visibility into consumer behavior and streamlined targeting
- Managed in-house teams across all agency disciplines including analytics, data, account management, planning, and digital

FIREWHITE CONSULTING

Burlingame, CA

Database Marketing Analyst

Oct 2004 – Nov 2005

- Conducted marketing analytics to measure impact of direct mail and promotions on customer acquisition and retention
- Spearheaded migration of a 6M customer database to a new marketing service vendor with real-time analytics, delivering on time and on budget to save the client a projected \$600M over 4 years

EDUCATION

UNIVERSITY OF CHICAGO, BOOTH SCHOOL OF BUSINESS

Chicago, IL

Master of Business Administration, Dean's List, Concentrations in Marketing, Strategy, and Entrepreneurship

2010 – 2012

- 1st Place, Coinstar Whiteboard Challenge: co-created and pitched a new Coinstar kiosk
- 2nd Place, Kraft Marketing Case Competition: co-branded and pitched a new Kraft product

CLAREMONT MCKENNA COLLEGE

Claremont, CA

Bachelor of Arts in Economics and Bachelor of Arts in Studio Art, Dean's List

1997 – 2001

- NCAA Division III Varsity Soccer Team Member & Team Community Service Chair

ADDITIONAL

- Proficient in Spanish
- Guide for the Camino de Santiago and Basque region in Spain
- Philippine Women's National Soccer Team player (Olympic and World Cup qualifiers) and loyal World Cup attendee