

Dominic Martinez deCastro

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Education

The University of Oregon
Bachelor of Business Administration, Marketing
Minor in Psychology
Dean's list recipient

Eugene, OR
Spring 2023

STUDY ABROAD
Coursework in Wine Marketing and Digital Strategies

Siena, Italy
June 2022 – August 2022

Experience

Lidia May Hybrid
Fashion Sales Intern February 2024 — Current

- Contribute to various sales initiatives, including pitching to brick-and-mortar and online fashion marketplaces, updating wholesale distributor lists, researching buyer information, and developing tailored pitches to enhance brand connections.
- Gain firsthand experience in luxury fashion sales and distribution strategies, working closely with senior management of an ethical luxury leather design house.

ECODE Remote
Social Media Marketing Intern October 2023 — March 2024

- Collaborated within cross-functional teams to develop innovative marketing strategies for a startup fashion company.
- Contributed to the creation of engaging social media content to enhance the company's online presence.

Noble House Media Remote
Digital Marketing Intern October 2023 — February 2024

- Developed and managed social media content, including creating posts and curating content calendars, to facilitate market adaptation and expansion for diverse clients.
- Crafted engaging and strategic blog posts for multiple companies.

ProTrending Eugene, Oregon
Business and Fashion Intern March 2023 — August 2023

- Oversaw daily operations and made strategic decisions to drive growth in a competitive industry.
- Collaborated with team members, maintained relationships with suppliers and clients, and conducted market research.

Leadership & Activities

Fashion Blog Eugene, Oregon
Founder and Writer January 2023 — Current

- Successfully founded and manage a personal fashion website, showcasing expertise in website development, content creation, and digital marketing.
- Contribute engaging content to attract and engage fashion enthusiasts. Visit dominicdecastro.com to explore.

Beta-Iota Sigma Chi Fraternity Eugene, Oregon
Director of Marketing and PR September 2021 – June 2023

- Actively contributed as a member of Sigma Chi fraternity, overseeing marketing efforts and orchestrating successful events.
- Utilized marketing skills to increase participation and engagement within the fraternity

Boy Scouts of America Portland, Oregon
Eagle Scout 2012-2019

- Attained the prestigious Eagle Scout distinction and served as a leader, overseeing meetings and outdoor events for the troop and organization.