

Annie Castro

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Education

James Madison University (JMU), Harrisonburg, VA

Bachelor of Science in Media Arts and Design, Concentration in Creative Advertising

May 2026

GPA: 3.6

- Minors in Sports Communication and Film Studies
- Graduated Cum Laude
- President's List: Fall 2024
- Dean's List: Spring 2025, Fall 2025, Spring 2026

International Education

JMU Organizational Communication Study Abroad Program

May 2025-June 2025

London, UK

- Conducted a month-long project comparing international and U.S. work cultures through global industry site visits in sports, retail, hospitality, and the arts.

Media & Design Experience

ESPN+

August 2024-December 2024

Broadcast Production Intern

- Participated in live James Madison University athletic broadcasts by assisting with camera operation, graphics, and production while collaborating with producers, announcers, and technical staff.

Campus.Ink

August 2023-May 2026

Sales & Design Intern/ Graphic Design Student

- Designed custom merchandise for student organizations, local businesses, and athletic programs while managing client projects using Adobe Creative Suite. Summer 2024 Sales & Design Intern.

The SportComm Pod

August 2025-December 2025

Writer

- Developed episode outlines, discussion points, and research notes for a student-led sports communication podcast. @The SportComm Pod by Jason Mollica on Spotify.

Boomerang Boat Tours LLC.

June 2025-Present

Content Developer

- Support tour operations and produce social media content to strengthen brand and guest experience.

The Joshua Wilton House

January 2024-May 2024

Graphic Designer

- Reimagined the brand identity through brand research, logo design, and a refreshed website experience.

The Arts Council of the Valley

January 2025-May 2025

Advertisement Designer

- Designed and promoted a downtown Art Walk through a research-informed, multi-platform campaign.

Involvement and Leadership

Zeta Tau Alpha Fraternity

December 2023-December 2025

VP of Learning & Development, Philanthropy Assistant

- Oversaw all chapter education and leadership development programming for 100+ members.
- Managed and produced an event for 200+ members with a budget over \$6,000.
- Helped plan and execute breast cancer awareness fundraisers that raised over \$145,000 at the chapter level.

Tech Skills

- Adobe Illustrator, InDesign, Photoshop
- Canva
- CapCut, iMovie
- Google Sheets, Slides, Docs