

castillo rocha torres

ASESOR CREATIVO  
MARKETING

## ABOUT ME.

MY NAME IS FERNANDO CASTILLO OCHOTORENA AND I HAVE TWO FACETS: THE **SPECIALIST IN MARKETING, IMAGE AND COMMUNICATION** AND THE **PLASTIC ARTIST**. TWO DISCIPLINES THAT I DO NOT CONCEIVE SEPARATELY.

FOR ME A **GOOD DESIGN** CAN ONLY BE CONSIDERED VALID WHEN IT MEETS ITS COMMERCIAL **OBJECTIVES**.

AN EXCELLENTLY PLANNED MARKETING CAMPAIGN WILL BE **MORE EFFECTIVE** BY APPLYING AN AESTHETIC CRITERIA THAT MAKES IT MORE ATTRACTIVE.



*castilloochotorena*

MARKETING STRATEGY CONSULTANT. SUPPORTING THE COMPANY'S MANAGEMENT IN TAKING THE BEST DECISIONS RELATED TO MARKETING, IMAGE AND COMMUNICATION.

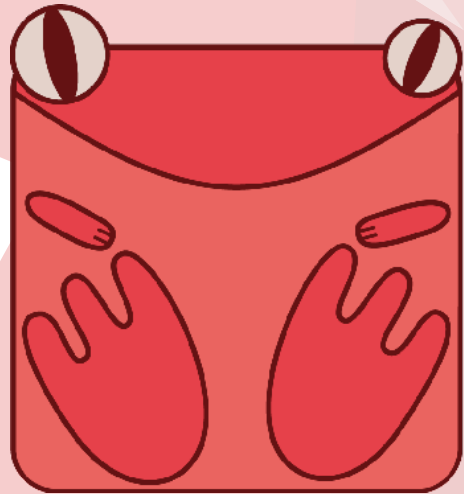


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## IMAGE AND GRAPHIC DESIGN.

SUPPORT ON DEFINING A CONSISTENT BRAND'S IMAGE AND ADAPTING IT TO THE DIFFERENT COMMUNICATION CHANNELS AND TOOLS. BRAND DESIGN.

### CASE:



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#### COLOR



RED VERMILION

MEANING: Blockage or obstruction to magical powers and evil spirits. Further, at the same time as expressing the lively motion of life itself, vermillion also serves as protection against misfortune and calamity

#### TYPGRAPHY

R  
R  
R  
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R

FUTURA BOLD

FUTURA BOOK

FV ALMELD

FV ALMELD

WINDOW DESIGN AND VISUAL MERCHANDISING. WINDOW DESIGN AND EXECUTION FOR BRANDS OWNING STORES OR PLACES TO SHOW THEIR IMAGE OR DISPLAY THEIR PRODUCTS.

CASE:



castellorochotoma



## CAMPAIGNS. PLAN AND EXECUTION OF PROMOTIONAL CAMPAIGNS.

### CASE:

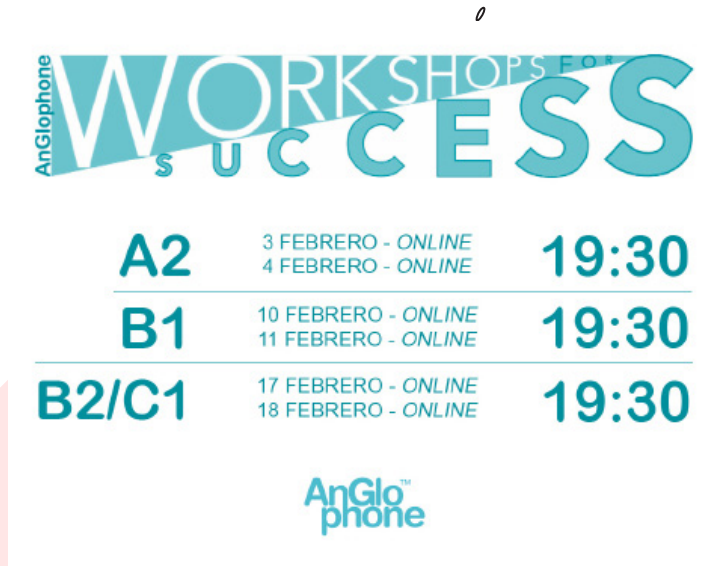


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COMMUNICATION. CORPORATE, BRAND AND SOCIAL MEDIA CONTENT CREATION.  
SOCIAL MEDIA MANAGEMENT.

CASE:

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A poster titled 'WORKSHOPS FOR SUCCESS' with the AnGlophone logo in the top left. It lists three workshop series: A2 (Feb 3 & 4, online, 19:30), B1 (Feb 10 & 11, online, 19:30), and B2/C1 (Feb 17 & 18, online, 19:30). The AnGlophone logo is at the bottom.

Level	Dates & Format	Time
A2	3 FEBRERO - ONLINE 4 FEBRERO - ONLINE	19:30
B1	10 FEBRERO - ONLINE 11 FEBRERO - ONLINE	19:30
B2/C1	17 FEBRERO - ONLINE 18 FEBRERO - ONLINE	19:30

AnGlophone



A poster titled 'OPEN CLASS' with the AnGlophone logo in the top left. It specifies dates for students: April 5th (Mon & Wed) and April 6th (Tue & Thu). The website www.anglophone.es is at the bottom.

AnGlophone

**OPEN CLASS**

APRIL 5 TH - MON & WED STUDENTS  
APRIL 6 TH - TUE & THU STUDENTS

WWW.ANGLOPHONE.ES



A logo featuring a stylized eye with a black pupil and a teal iris, set against a white background. The text 'NO BAJAMOS LA GUARDIA' is written in teal below the eye. The AnGlophone logo is in the top left.

AnGlophone

NO BAJAMOS  
LA GUARDIA

The AnGlophone  
FAMILY & FRIENDS  
CLUB

castellorochotomera



INSTALLATIONS.DESIGN AND EXECUTION OF TEMPORARY OR DEFINITIVE ART INSTALLATIONS FOR BRANDS OWNING STORES OR PLACES TO SHOW THEIR IMAGE OR DISPLAY THEIR PRODUCTS.

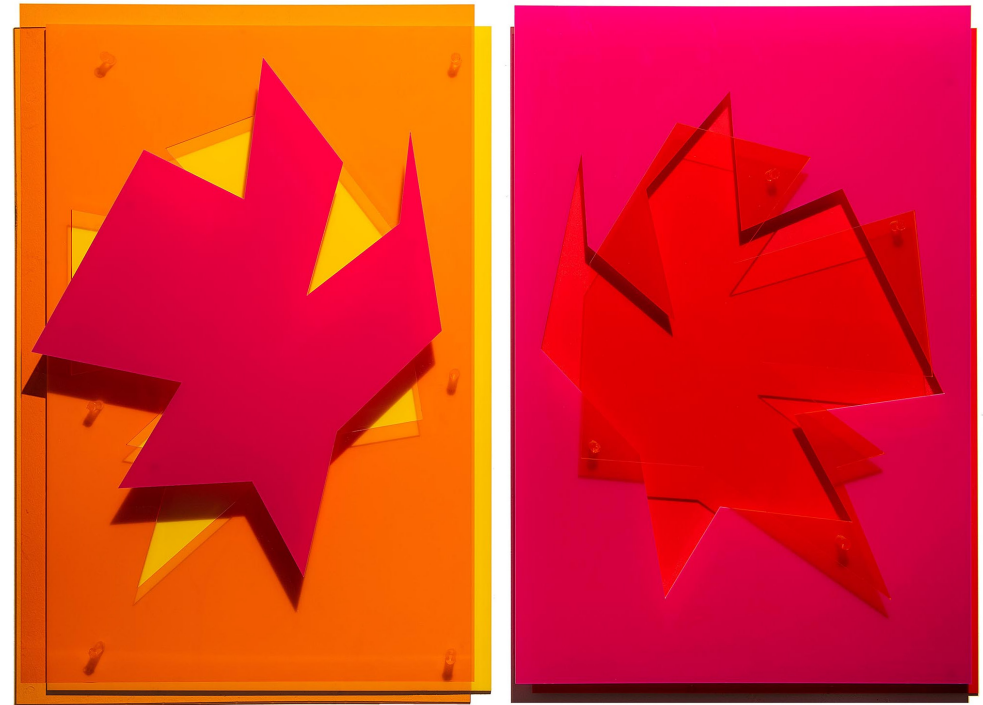
CASE:



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ART. AND A BIT OF SOME OF MY ART PIECES.



*castellorochomana*

CLIENTS:

MALABABA



AnGlo<sup>TM</sup>  
phone

*lefrik* | ECO  
FRIENDLY  
FABRIC

neck & neck

Sagardoy & Abogados  
Legal & Expāt

castellorochotorena

MAS INFORMACIÓN EN:

FERNANDO CASTILLO OCHOTORENA

T: 55 4844 9798

E: FERNANDO@CASTILLOOCHOTORENA.COM

W: WWW.CASTILLOOCHOTORENA.COM

*castilloochotorena*