

EDITH CASTORENA



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/edithcastorena/reel

Precise writer, editor, actor, strategist and theorist. Strong faith in collective liberation and creative practice. Passionate about Chicana feminism, theater, magical realism, and communication across the Pluriverse.

EDUCATION

University of California, Santa Cruz

Bachelor of Arts in Feminist Studies (*Emphasis in Law, Politics and Social Change*)

- University Honors:
 - Magna Cum Laude
 - Dean's Award (Fall 2016, Spring 2017, Fall, Winter & Spring, 2018, Winter & Spring 2019)
 - Chancellor's Undergraduate Internship Recipient (2017-18)

SKILLS

- **Content and Marketing Strategy**
 - Adobe InDesign, Microsoft Office, Google Suite, Canva
 - Action Network, Google & Meta analytics
- **Project Management and Communication**
 - Inter-government legislative processes
 - University wide events and campaigns
 - Non-profit community advocacy

WORK EXPERIENCE

Housing Organizer

Senior and Disability Action, April - December 2022

- Facilitated collaborations between organization members, aligned non-profits and government agencies to advocate for deeply affordable housing
- Conducted outreach in person, print and digital space to recruit members and support leadership development

Public Service Aide

San Francisco Public Utilities Commission, 2021-2022

- Edited department communications, city-wide legislation, legislative briefs and letters to elected officials
- Project managed multiple teams of industry experts through local legislative procedures
- Supported SFPUC's public policy and political strategy in a fast-paced, dynamic environment
- Collaborated with internal and external stakeholders on city-wide Racial Equity Action Plan

Marketing Specialist

University of California, Santa Cruz, Theater Arts, 2017 - 2020

- Led marketing and branding efforts for the Theater Arts department
 - logo and website design in line with Departmental mission
 - social media launch and management
 - managed in-house style guide
 - quarterly and annual marketing strategy and cost-benefit reports
- Designed, coordinated and hosted expo booths & marketing materials
- Assisted the Theater Arts Department Manager with department wide events and programs, file management and digitization