

Biography:

## ALLIE CASTILLO

### DIRECTOR OF MARKETING



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Allie Castillo is the Director of Marketing for GlassRatner. She oversees all marketing initiatives at the firm including event planning, website management, promotional items, and all marketing materials. Prior to joining GlassRatner in 2015, she was the Marketing Coordinator for a local property management firm in Gainesville, FL. In addition to this position, she participated in multiple internships throughout her college years that specialized in digital marketing. Allie also volunteered and led the Professional Development Committee for Alachua County Emerging Leaders from 2014-2015 during her time in Florida. Allie comes to GlassRatner with a deep understanding of market research tools, social media, and optimization strategy.

Allie graduated from the University of Florida's Heavener School of Business with a B.B.A. in Marketing and a minor in History.