



Understanding Your Business

BIOGRAPHICAL SKETCH

Alexa Castle is an independent contractor based in Central New York who specializes in Web site and marketing services for small businesses and entrepreneurs. Projects include custom Web site design and search engine optimization, producing corporate identity packages and marketing communications.

For four years prior to establishing herself as a freelancer in 2001, Alexa Castle held the roles of a Relationship Manager and a Visual Designer at Auragen Communications Inc., in Rochester, NY, where she translated client and user needs into actionable Web site strategies and solutions for Frontier Communications, Paychex, Inc., Home Properties, Xerox Corporation, as well as several non-profit and small businesses. Additional corporate experience includes one year as a graphic designer on the staff of ServiceTech, Inc. where she produced corporate identity materials for the company and worked on Web production projects for the Buffalo Bills and Jolt Cola. Her work has been cited for excellence by the Rochester Business Journal (The Best of the Web) and Buffalo.com (Site of the Day Award).

Alexa Castle is a 1996 graduate of Rochester Institute of Technology where she earned a Bachelors Degree in Professional and Technical Communication with a professional core in Graphic Design.

*"Alexa helped us to understand our own goals better. She helped us to explore a vision of success better than we could have imagined on our own."*

- Alison DeMarco,  
Events Coordinator/  
Big Tree Inn

*"Alexa Castle has provided my customers with consulting and Web site design at a level of professionalism that is, otherwise, hard to find."*

- David Neal,  
President DATAServ, Inc.

*"She read my mind with her graphic ability. I could tell Alexa cared about the outcome of my project as much as I did!"*

- Gary Lewis,  
Gary Lewis & the Playboys:

ACCOLADES