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LINDENWOOD'S CASTRO NAMED TO AAF'S 2023 MOST PROMISING MULTICULTURAL STUDENTS

February 2, 2023

Isabella Castro received an honor of a lifetime.

On January 10, the Lindenwood University senior [marketing major](#) was one of 50 students across the nation to be named to the 2023 Most Promising Multicultural Students at the American Advertising Federation's conference in Washington, D.C.

While majoring in marketing and double-minoring in [advertising](#) and digital marketing, Castro, who currently is on track to graduate in May, will take a trip to New York for a four-day industry immersion program from February 12-17.

There, Castro will attend a program orientation, as well as take advantage of several in-person networking opportunities. She also will receive hands-on experience in professional development and personal branding workshops, the Building Bridges for Our Future Awards Ceremony and Luncheon, and Recruiter's Expo, according to a news release from AAF.

The application process was rigorous, said Castro, who not only submitted her resume, a letter of recommendation, transcripts, and five written essays on specific prompts listed within the application.

"I am incredibly thankful to be receiving this honor," Castro said. "I do feel that I'm my own biggest critic, especially when it comes to the work I produce, so being chosen for this honor has allowed me to gain a newfound confidence in myself. It's amazing to see and be chosen to partake in a program that highlights those from different cultural backgrounds within the workforce. Talking about how my background has given me the skillset I possess today (and is) definitely a proud moment for me."

Every year, students of racial or ethnic diversity from the AAF's 140-plus college chapters across the country apply to the program. The 2023 class was selected from a wide net ranging 27 schools and 18 states—from California to

Florida, Illinois, Minnesota, Oregon, New York, and Texas. Overall, the class boasts a combined 3.7 grade-point average.

"The AAF is very proud to introduce our Most Promising Multicultural Students Class of 2023," AAF CEO Steve Pacheco said, according to the news release. "This amazing group of students have met all criteria and vetting processes by an outstanding experienced and respected Council of Judges. Now, more than ever, the need to connect young talent to the advertising industry is a top priority for everyone. The fact that the AAF can develop such a diverse group representing the best from across North America is consistent with our mission to develop the Next Generation of Advertising leaders."

After graduating from Lindenwood, Castro plans on living in the St. Louis area and securing a full-time job within social media.