DOMINIC CASSARINO

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Creative marketing professional with 3 years of experience across social media strategy, content production, and campaign direction. Spanning 7 client accounts and 13 completed campaigns. Combines a 7-year theatre background with hands-on photography, videography, and Adobe Creative Suite expertise to bring visual storytelling to fashion and lifestyle brands. Seeking to bring creative direction/art direction and campaign execution skills to an agency team focused on premium fashion marketing.

CAREER EXPERIENCE

Digital Marketing Specialist, BL&D

Hartford, CT | July 2023 – Present

- Art-directed all campaigns and projects, overseeing creative execution from concept to delivery.
- Contributed to social media strategies that increased brand engagement.
- Conducted trend and competitor research to inform visual content creation tailored to the fashion and lifestyle space.
- Supported creative asset development, campaign planning, and community engagement efforts.

Photographer & Videographer, WCSU Media Services

Danbury, CT | August 2023 – May 2025

- Captured professional-grade photography and video content for university events and marketing needs, applying advanced lighting techniques and composition.
- Led creative direction and concept development across multiple projects, including set design and behind-the-scenes production.
- Edited media using Adobe Creative Suite, maintaining brand consistency while delivering engaging visual stories.

Digital Marketing Specialist, Event & Conference Management, WCSU

Danbury, CT | December 2022 – May 2023

- Developed social media campaign ideas that fostered deeper student engagement.
- Monitored analytics to assess campaign performance and optimize content.
- Coordinated with managers and department leads to ensure consistent branding and messaging.

INVOLVEMENT

Agency Director, Western Marketing Association (WMA)

Danbury, CT | October 2022 – May 2025

- Led a team of marketing students to conceptualize and execute real-world campaigns for university partners and local clients.
- Oversaw creative direction, content production, and campaign strategy from ideation to execution.
- Built collaborative workflows between departments, managing client expectations, revisions, and final deliverables.
- Mentored team members while maintaining high standards of communication, organization, and creativity.

SKILLS

- **Technical Skills:** Adobe Creative Suite (Lightroom, Premiere Pro), Canva, DSLR photography & studio lighting, Google Workspace, Microsoft Excel
- **Platform Skills:** Instagram, TikTok, Facebook, Pinterest — campaign strategy and content planning
- **Core Strengths:** Creative direction, art direction, storyboarding, project management, team leadership/player

EDUCATION

Bachelor's Degree in Marketing, focus in Media Production, Western Connecticut State University

Graduated May 2025