

DOMINIC CASSARINO

CREATIVITY IS THE GOAL

PORTFOLIO

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Hartford CT



Dominic Cassarino



@helloimdom

SKILLS

- Visionary Creative Direction and hands-on campaign execution from concept to delivery
- Dynamic Photography Expertise with DSLR operation, studio lighting, and post-editing in Lightroom & Premiere Pro
- Strategic Storyboarding and content planning tailored for digital platforms and visual storytelling
- Engaging Social Media Strategy across Instagram, TikTok, Facebook, and Pinterest, aligned with brand objectives
- Effective Project Management and collaborative teamwork across multi-disciplinary creative teams
- Proficient Editing Abilities using Canva and Adobe Creative Suite, with a focus on Lightroom for photography
- Detail-Oriented Digital Literacy with Google Workspace, Excel, and impactful presentation design
- Resilient Leadership Skills in conflict resolution, team direction, and creative decision-making
- Innovative Set Design and behind-the-scenes production to optimize visual impact and lighting on set

EDUCATION

Western Connecticut State University
Bachelor's Degree in Marketing; focus in Media Production Graduated: May 2025

INVOLVEMENT

Western Marketing Association (WMA) – Agency
Director October 2022 – May 2025 | Danbury, CT

- 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.

WORK EXPERIENCE

Event & Conference Management, WCSU – Digital Marketing Specialist
December 2022 – May 2023 | Danbury, CT

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

BL&D (Internship) – Digital Marketing Specialist
July 2023 – Present | Hartford, CT

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. Creative director for all campaigns for their branch brand Comma Vintage.

Media Services, WCSU – Photographer & Videographer
August 2023 – May 2025 | Danbury, CT

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.