

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 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/projects worked on, 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 inform content optimization.
- 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, storyboarding, project management, team leadership

EDUCATION

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

Graduated May 2025