

# CASSANDRA DAVIS **DIEHM**

317 Sackett Street, Brooklyn, NY 11231 | (C) 917-536-6104 | cassiediehm@mac.com

www.cassiediehm.com    <https://www.linkedin.com/in/cassie-diehm-8488b32/>

## Professional Summary

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A Dedicated Producer with years of experience in advertising, live events, training videos and public relations. Areas of expertise include broadcast production, content and brand management, organization, consideration of budgetary and other constraints that could impact production.

## Skills

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- Exceptional Time Management & organization
- Creative, innovative & strategic thinker
- Special & Live event planning
- Sales training
- Sales strategies
- Strategic marketing

## Work History

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**Freelance Producer** 01/2011 to Current

**Take A Trip Productions, Inc.** – New York, NY

- Traveling nationally and internationally to shoot & produce clear messaging.
- Collaborated with developers, advertisers and production managers to market products and services.
- Cultivated effective partnerships with and between directors, external producers, creative management and sales.
- Communicated marketing teams' plans and accomplishments to verify alignment with senior management.
- Reviewed the financial aspects of projects, such as budgets, expenditures and talent costs.
- Developed and implemented campaigns for online advertising, social media and direct mail.

**Sr. Manager - Meeting Production Strategy** 02/2009 to 01/2011

**Pfizer Inc.** – New York, NY

- Collaborating with developers, advertisers and production managers to market products and services.
- Managing bidding process, budget, presentation of estimates and creative to clients for meetings of 150+ attendees.
- Responsible for core team meetings, agenda creation & revisions, script management, on-site General Session & breakouts as well as budget reconciliation.
- Working with the communications team to drive internal promotion of company programs, initiatives, guiding principles and mission.
- Communicating with marketing teams' plans and accomplishments to verify alignment with senior management objectives.
- Liaison between internal Pfizer clients and Production Companies. Preserving brand integrity by monitoring the consistency and quality of marketing content.

**Sr. Manager - Training & Development** 10/2003 to 02/2009

**Pfizer Inc.** – New York, NY

- Media Project Manager at Pfizer Learning Center & Product Launches.
- Responsible for concept and creation of interactive media within Sales Training materials.
- Project lead for the virtual training of 8000+ Sales Representatives.
- Coordinating & producing "live" webcasts and media events for Senior Executives.

**Freelance Producer & Photographer**

09/2001 to 10/2003

**Take A Trip Productions, Inc.** – New York, NY

Managing a photographic crew while traveling to 23 countries over 8 months - Coordinating all locations, talent, travel, scheduling, contracts, and shipping.

Signed photographer with Getty Images.

**Sr. Producer**

04/1998 to 09/2001

**Publicis Advertising** – New York, NY

Responsible for acquiring new production partners to the Creative Department.

Managing the bidding process and budgets of assigned projects.

Producing International and National Television spots.

Adapting TV for multiple markets & languages.

Collaborating & developing concepts with creative departments, directors & external producers.

**Sr. Producer**

11/1993 to 03/1998

**TBWA Chiat/Day** – New York, NY

Managed Nissan and Infiniti Regional television and radio projects for East Coast.

Managed the production, adaptation & translation of commercials for the South East Hispanic market.

Working as a creative partner to develop commercials for Nissan, Infiniti, ABC, Prodigy, NY Life & Champion Sports.

**Broadcast Producer**

05/1992 to 11/1993

**Bozell Worldwide** – Alexandria, VA

Commercial Producer for the Army National Guard, Air National Guard, ServiceMaster & the launch of the US Holocaust Memorial Museum.

**Education****Bachelor of Science:****Indiana University of Pennsylvania** - Indiana, PA