

TREVOR CASSIDY

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CREATIVE DIRECTOR | ART DIRECTOR | BRAND STORYTELLER

Award-winning creative professional with expertise in art direction, motion graphics, brand storytelling, and multi-platform marketing. Passionate about crafting engaging, innovative campaigns that captivate audiences and elevate brand identity. Adept at concept development, design execution, and team leadership to deliver compelling visual content across broadcast, digital, and social media platforms.

PROFESSIONAL EXPERIENCE

Assistant Creative Director | Brand Promotion Manager

WESH-TV, Orlando, FL | July 2015 – Present

- **Conceptual Ideation & Art Direction:** Lead award-winning creative campaigns, developing visually compelling, story-driven content across broadcast, digital, and social media platforms.
- **Brand Storytelling & Campaign Execution:** Design and execute high-impact promotions for Orlando's NBC affiliate, external clients, and partners such as Disney and Universal for Walt Disney World's 50th Anniversary, Star Wars: Galaxy's Edge, and the 2024 Paris Olympics.
- **Omnichannel Marketing Strategy:** Spearhead multi-platform campaigns, seamlessly integrating branding the WESH 2 products across on-air, social, and digital channels to maximize audience engagement and impressions.
- **Motion Graphics & Visual Effects:** Direct and oversee the creation of motion graphics, video edits, and visual effects, ensuring a polished, high-quality aesthetic for all promotional materials.
- **Creative Leadership & Team Development:** Manage and mentor a dynamic creative team, fostering a collaborative, innovative environment that consistently delivers impactful storytelling and design.
- **Production & Visual Execution:** Oversee studio and on-location video and photo productions, ensuring seamless execution of brand promotions and marketing materials that align with corporate objectives.

Promotions Manager

WWL-TV, New Orleans, LA | November 2013 – July 2015

- **Marketing Campaign Management:** Developed and executed multi-platform marketing strategies that increased audience engagement.
- **Branding & Messaging:** Led creative direction for station branding initiatives, ensuring consistency across broadcast, digital, and print media.
- **Audience Growth Strategy:** Implemented targeted promotional efforts that contributed to sustained year-over-year brand growth.

Writer | Producer | Editor | Designer

WWL-TV, New Orleans, LA | October 2007 – November 2013

- **Creative Content Development:** Conceptualized and produced promotional campaigns that aligned with station goals.
- **Design & Visual Branding:** Created graphics and animations for on-air promotions, digital branding, and commercial clients.

Communications & Production Director

St. Timothy on the Northshore, Mandeville, LA | February 2001 – July 2015

- **Content & Production Oversight:** Managed all aspects of communication and multimedia production.
- **Team Leadership:** Led a 12-person creative team, overseeing project execution and brand storytelling initiatives.
- **Budget & Operations Management:** Supervised a \$150K+ annual budget and multiple large-scale audiovisual installations.

CORE SKILLS & EXPERTISE

- Design & Motion Graphics
- Video Production & Editing
- Strategic Campaign Development
- Brand Storytelling & Strategy
- Creative Direction & Execution
- Project & Budget Oversight

EDUCATION

BA in Mass Communication (Advertising & Business Admin) | Loyola University New Orleans | Magna Cum Laude (GPA: 3.917)

ACCOLADES

- Hearst Leadership Development Program – Harvard Business Publishing (2021)
- NATAS Suncoast Chapter Emmy Award Winner – Promotions Campaign (2016, 2020)
- NATAS Suncoast Chapter Emmy Award Nominee (2017, 2019, 2020, 2021, 2022)
- PromaxBDA Local Awards Silver (2020)
- 1st Place – Press Club of New Orleans Awards (2008, 2010, 2011, 2013)