

TREVOR CASSIDY

985.705.2171 | cassidy.trevor@gmail.com | trevorcassidy.com

VISUAL MEDIA PRODUCTION | CINEMATOGRAPHY | CREATIVE DIRECTION

Award-winning creative producer and visual storyteller with 15+ years of experience developing, shooting, editing, and directing promotional video for broadcast, digital, streaming, and live platforms. Hands-on expertise in cinema and DSLR cameras, lighting, Adobe Creative Cloud, motion graphics, still photography and multi-camera production. Combines technical execution with brand-focused storytelling, cross-functional collaboration, and creative leadership.

PROFESSIONAL EXPERIENCE

Assistant Creative Services Director

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

- Conceptualize, script, storyboard, direct, and produce branded video and promotional content for broadcast, digital, social, streaming, and live platforms reaching more than four million people across Central Florida.
- Lead studio and location productions, coordinating camera composition, lighting, audio, interviews, production crews, and post-production to deliver polished visual stories.
- Edit and oversee final video, motion graphics, sound, and color grading using Adobe Creative Cloud, including Premiere Pro, After Effects, Photoshop, and Illustrator.
- Develop visual treatments and maintain brand consistency across campaigns, collaborating with internal creative teams and network stakeholders.
- Guide a team of six creatives, managing production schedules, media assets, stakeholder feedback, and competing deadlines for high-visibility projects.
- Collaborate with Walt Disney World Resort, Universal Orlando Resort, and NBC on major production initiatives, coordinating creative development, location shoots, and video content for Olympics coverage, entertainment launches, and high-profile events.

Promotions Manager

WWL-TV | New Orleans, LA | Nov 2013 - July 2015

- Led concept development, directing, editing, and production of broadcast and digital promotional campaigns and special-event videos.
- Managed studio and field production, motion graphics, brand standards, and fast-turn post-production workflows.

Writer / Producer / Editor / Designer

WWL-TV | New Orleans, LA | Oct 2007 - Nov 2013

- Shot, edited, designed, and delivered promotional spots and campaign content, combining live-action footage, audio, graphic design, and motion graphics.

Communications & Production Director

St. Timothy on the Northshore | Mandeville, LA | Feb 2001 - July 2015

- Led communications, live production, and experiential initiatives including environmental design, branded experiences, and large-scale events.
- Directed execution across video, print, live environments, and audience engagement programs.
- Managed budgets, vendor relationships, installations, and technical production for complex event delivery.

SKILLS

Creative Project Management • Production Management • Campaign Execution • Workflow Development • Vendor Management • Budget Management • Cross-Functional Leadership • Creative Operations • Environmental Branding • Integrated Marketing Campaigns • Still Photography • Print Production • Video Production • Wrike • Basecamp • Adobe Creative Suite • Premiere Pro • Photoshop • After Effects • Production Logistics • Live video • Cinema/DSLR cameras • Multicamera Production • Color Grading

EDUCATION

BA in Mass Communication - Advertising & Business Administration
Loyola University New Orleans | Magna Cum Laude | GPA: 3.917

AWARDS & RECOGNITION

- Emmy Award Winner, NATAS Suncoast Chapter (2016, 2020); Emmy Nominee, NATAS Suncoast Chapter (2017-2024)
- PromaxBDA Silver, Local Awards (2020)
- Hearst Leadership Development Program, Harvard Business Publishing (2021)
- Multiple 1st Place Awards - Press Club of New Orleans