

TREVOR CASSIDY

CONTACT

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EDUCATION

BA Mass Communication
Advertising,
Business Administration
Magna Cum Laude; GPA: 3.917
Loyola University
New Orleans, Louisiana
2006-2010

SKILLS

Project Management
Strategic Planning
Creative Direction & Leadership
Social Media Marketing
Graphic Design
Live AV Production
Videography & Still Photography
Producing & Directing
IT Management
Adobe Creative Suite
AVID Media Composer

ACCOLADES

Hearst Leadership Development
Program/ Harvard Business Publishing
(2021)

NATAS Suncoast Chapter Emmy Award
Winner for Promotions Campaign
(2016, 2020)

NATAS Suncoast Chapter Emmy Award
Nominee for Promotions Campaign
(2017, 2019, 2020, 2021, 2022)

PromaxBDA Local Awards Silver (2020)

1st Place Press Club of New Orleans
Award (2008, 2010, 2011, 2013)

WORK EXPERIENCE

Assistant Creative Director, Brand Manager

July 2015 to Present

WESH-TV, Orlando, FL

- Spearhead strategic planning and execution of in-studio/on-location production shoots for WESH 2 and external clients, consistently meeting or surpassing project goals.
- Lead and inspire a dynamic creative team, fostering a collaborative environment that has resulted in elevated productivity and project success.
- Drive brand identity, marketing, and promotion initiatives, achieving measurable increases in brand visibility and audience engagement across on-air, digital, and external media campaigns.
- Innovate and execute compelling station promotions for both broadcast and digital platforms, contributing to sustained growth in viewer ratings.
- Conceptualize and implement high-impact brand image and promotional strategies derived from audience research, leading to significant audience expansion.
- Revitalize social media marketing, collaborating with digital teams to maximize reach and impressions, resulting in substantial increases in online presence.

Promotions Manager

November 2013 to July 2015

WWL-TV, New Orleans, LA

- Orchestrated and directed the Creative Services department, strategically promoting station initiatives, newscasts, and special reports, resulting in consistent year-to-year and book-to-book ratings increases.
- Formulated and executed multi-platform marketing plans that not only maintained but substantially grew the station's dominant social media presence in the highly competitive New Orleans DMA.
- Crafted and directed impactful station brand image campaigns for multiple platforms, effectively positioning the station as a leader in the market.
- Maintained meticulous oversight of on-air graphic consistency, contributing to a cohesive and powerful visual identity across broadcast, digital, and print platforms.

Writer/Producer/Editor/Designer

October 2007 to November 2013

WWL-TV, New Orleans, LA

- Write, produce, direct, and edit daily topical promotions, special reports, image campaigns, and commercials.
- Design graphics for newscasts, commercial clients, promotions, studio, and print projects.

Director of Technology and Communications

February 2001 to July 2015

St. Timothy UMC, Mandeville, LA

- Spearheaded all aspects of technology, production, and communications, managing and supporting multimedia technology, lighting systems, and computer/network systems.
- Directed and supervised a 12-person team, fostering a culture of excellence that resulted in successful execution of two six-figure audio/video renovations and efficient management of a \$150K+ annual technology budget.

Freelance Graphic Artist

April 2007 to September 2007

WDSU-TV, New Orleans, LA

- Design daily newscast graphics and animations.

Writer/Producer/Editor

August 2005 to September 2007

St. Tammany Parish Public Schools, Mandeville, LA

- Write, produce, shoot, and edit programming for education access channel.
- Design graphics, animations, and branding guides for station.