

# Caitlin Mia Cassaro

718-791-1968

ccassaro@gmail.com

www.linkedin.com/in/caitlinmiacassaro

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## SUMMARY OF EXPERIENCE

Senior-level producer and business management executive. Demonstrated results producing a variety of high profile and small independent film and video productions, as well as managing small businesses, from not-for-profit corporations to entrepreneurial start-ups. A resourceful leader who combines vision and strategic thinking with successful execution.

- Media Production & Development
- Process, Workflow, & Policy Development
- Finance Management
- Project Management
- New Business Strategy & Expansion
- Client Contract Negotiation

## PROFESSIONAL EXPERIENCE

### RED HOOK PLAYGROUP, INC.

2007 - Present

#### Brooklyn, New York

Non-Profit, parent-run cooperative preschool

#### Founding Member, Board Vice President

Launched non-profit pre-school in underserved area of Red Hook, Brooklyn.

- Created and manage administrative structure and process from business inception to opening, including staffing and volunteer roles
- Developed internal and public working documents, such as parent handbook and documents required to complete and secure license
- Headed fund development efforts, raising 100% of initial working capitol and 10% annually
- Coordinated initial marketing efforts, including marketing materials and website
- Overhauled financial system; streamlined procedures and processes that allows the institution to create financial documents and reporting, track payments, manage payroll efficiently, analyze income vs. expenses, reconcile with bank account, and create budgets
- Negotiated lease terms of new space and moderated agreement between board members and prospective landlord

### MVS STUDIO, INC.

2008 – 2009

#### Brooklyn, New York

Multi-disciplinary studio and production company specializing in event-based interactive installations and branding solutions for private and commercial clients

#### Studio Director

Oversaw production, studio management, business development, and P&L/finances. Clients included MoMA, Target, Patron Spirits, and The White House's 2009 Fourth of July installation.

- Negotiated more than 100 event and production agreements during 2008/2009
- Analyzed and overhauled studio and production workflow and policies
- Coordinated and supervised the production of more than 125 event installations, edits and production shoots annually, including client relations, schedules/budgets, and staff
- Researched and identified new client base, with a 30% increase in 2009
- Revised and oversaw financial tracking system—process, procedures, and protocols—including per-project budgets and actualizations, greatly improving productivity
- Developed targeted marketing programs and materials to establish a cohesive company identity

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## INDEPENDENT PRODUCTION EXPERIENCE

2004 - 2007

### Producer

Independent producer and line-producer for webisodes, corporate industrials, music videos and short films. Clients included Blue Note Records and Rounder Records (DVDs, music video and industrials for artists such as Norah Jones, Amos Lee, Madeleine Peyroux and Al Green) and MasterCard and ExxonMobil.

- Produced Norah Jones Platinum DVD "Norah Jones and the Handsome Band Live" for Blue Note Records; which included a live concert shoot and edit, shoot and edit of behind-the-scenes footage, and DVD design and authoring. On a tight release schedule, I oversaw and managed two production companies while mediating between artist, management, record label executives, DVD authoring company, and production staff. Oversaw and managed \$1mil + budget
- Line-produced MasterCard online campaign titled "What's Your Priceless" for Beaucoup Chapeaux, produced for MRM (division of McCann Erickson.) Scheduled and supervised 30 separate cross-country video shoots, managed and actualized budget, and developed concept for three of the spots
- Line-produced four-city, eight-day industrial shoot titled "ExxonMobil Investments Video" for Beaucoup Chapeaux, produced for Euro RSCG Worldwide
- Wrote and produced independent short film "Thirsty," official film festival selection and acquired by Atom Films

## OTHER

Previous staff positions include Acquisitions and Marketing Director for New Video Group (2000 – 2002) and International Marketing Manager for Blue Note Records (1998 – 2000). I have also worked with the Tribeca Film Festival as their dedicated industry liaison and for the IFP Market during their film festival season (2004 & 2005).

## EDUCATION

Master of Business, Media Management  
Dean's List, Valedictorian, 2003  
Metropolitan College, New York, New York

Bachelor of Art, Humanities  
Dean's List, 1994  
New College of California, San Francisco, California