

SALVATORE “SONNY” DEPASQUALE

Portfolio: SalvatoreDePasquale.com | (973)960-3372 | scdepasquale@gmail.com | Orlando, FL

SKILLS

- Adobe Creative Cloud — Premiere, After Effects, Photoshop, Lightroom, Illustrator, and InDesign
- Cinematography & Photography — Professional Cinema Cameras & DSLRS
- FAA Certified Drone Pilot
- Certified Advanced Scuba Diver — Experienced with underwater shoots
- Production & Budget Management
- Manage Vendor & Freelance Contracts
- Social Media Management & Strategy
- Research & Scriptwriting
- Extensive Interview Skills
- Public Speaking & On-Camera Talent
- Photoshelter & Media Archiving
- Website Design & Email Marketing

EDUCATION

**Graduate Certificate,
Communications for Conservation**
Colorado State University
Online | Fall 2020

**Bachelor of Arts,
Film and Mass Media**
University of Central Florida
Orlando, FL | Spring 2010

**Certificate of Completion,
Wildlife Filmmaking**
Wildlife Film Academy
South Africa | Summer 2009

BROADCAST

ABC - SeaRescue
Camera Operator, 55 eps (2012-2017)

NatGeo Wild - Building Penguin Paradise
Camera Operator (2012-2013)

AWARDS

**Best Environmental Film,
Fort Myers Film Festival (2023)**
Bridging Fragments

**Best Florida Short Documentary,
Key West Film Festival (2019)**
World's Oldest Scuba Diving Couple

Telly Award (2012)
Freshwater Oasis at Discovery Cove

PROFESSIONAL SUMMARY

Award-winning visual storyteller and conservation communicator with 10+ years of experience in directing and producing creative content to strategically raise awareness of marketing and program initiatives for environmental and humanitarian organizations.

WORK HISTORY

SR CONTENT CREATOR & STRATEGIST - SEAFOOD WATCH Monterey Bay Aquarium | Remote from Orlando, FL | 2023 - Present

- Produce written and visual content to communicate the program's science-based recommendations and the need for sustainability.
- Pitch and develop campaigns for web and social while managing productions and working closely with all stakeholders and partners.
- Travel extensively domestically and across the globe to countries including India and Indonesia acting as director on location shoots.
- Manage social platforms including content strategy and creation, uploading posts, as well as tending to social care and response.

MANAGER, MARKETING VIDEO AND PHOTOGRAPHY

Audubon Nature Institute | New Orleans, LA | 2021 - 2022

- Communicated the nonprofit's conservation milestones like their Whooping Crane Breeding Program and their sustainable seafood initiative, G.U.L.F. (Gulf United for Lasting Fisheries).
- Worked as an integral part of the communications team promoting Audubon's multiple facilities and annual events for development.
- Managed the YouTube channel, reformatted content for social media platforms, and updated image archives with PhotoShelter.

SR PRODUCER & INTERIM SOCIAL MEDIA MANAGER

4ocean | Boca Raton, FL | 2018 - 2020

- Promoted the ocean cleanup company's mission to its 3 million social media followers engaging them to take conservation action.
- Directed shoots, supervised producers & editors, managed vendors, and represented 4ocean on panel interviews and events.
- Coordinated with internal stakeholders and partners and managed global travel logistics while directing video/photo campaigns.
- Managed the YouTube channel while helping the platform grow its subscriber count from 3k to 100k.
- Spent 6 months as the interim social media manager where I led a team of specialists in implementing a strategy and calendar.

MARKETING & COMMUNICATIONS VIDEO PRODUCER

Human Rights Campaign | Washington, D.C. | 2017 - 2018

- Produced impactful stories to communicate the message of Equality for the nation's largest LGBTQ+ civil rights organization.
- Coordinated and streamed high quality Live videos across the nation for press conferences, public assemblies, and marches.
- Collaborated with the editorial team from pre to post production on short documentaries and social campaigns.

VISUAL COMMUNICATIONS SPECIALIST - MARKETING & PR

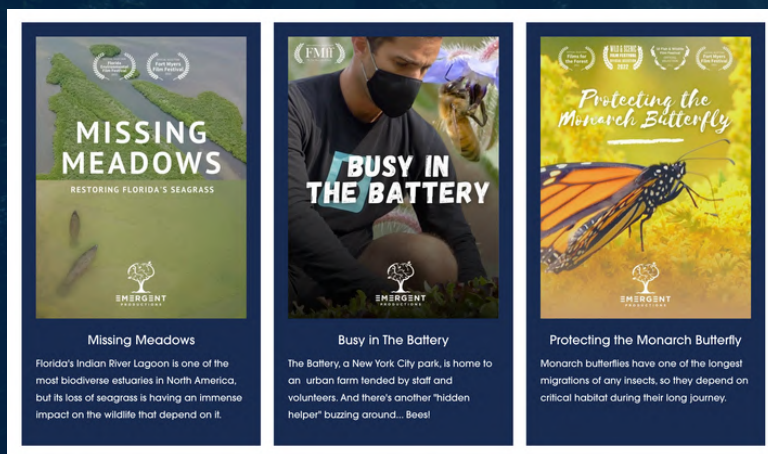
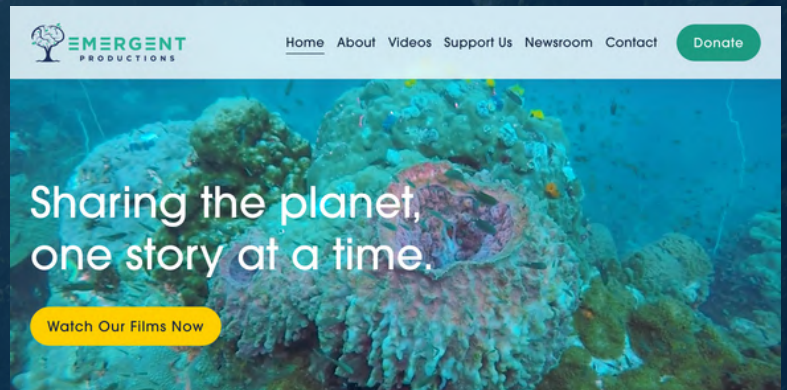
SeaWorld Parks | Orlando, FL | 2011 - 2017

- Filmed rescues for ABC's SeaRescue and news outlets, and coordinated all shoots with agencies and vet staff during rehab.
- Conducted interviews with regard to organization's media training.
- Produced, filmed, and edited videos of animal stories, upcoming attractions, and external programs like Nat Geo Wild's *Building Penguin Paradise* and ABC's *SeaRescue*.
- Appeared as an on-camera host and led off camera interviews for internal and external marketing videos.

Volunteer Work — Founder & President of **Emergent Productions** www.emergentproductions.org

In 2020, I founded a nonprofit called Emergent Productions with a mission to inspire environmental awareness through compelling media & conservation storytelling.

Although this is all done as volunteer work during my personal time, it has allowed me to visually communicate human-centered stories about our planet. I built and manage the website, create all the short films, and write all emails, press releases, and social media posts.



Since starting Emergent Productions, I have completed four short films, all of which have screened in festivals, classrooms, and organization websites.

These films not only highlight conservation issues, but also amplify the voices of scientists and organizations in the field including the Florida Oceanographic Society, the Sloth Conservation Foundation, the Battery Conservancy, the Pollinator Conservation Association, and the Bee Conservancy.

[Click to listen to an NPR interview focused on my career experience and Emergent Productions.](#)



VIDEO PRODUCTION

www.salvatoredepasquale.com

Producer/Director, Shooter, Editor, Scriptwriter & On-Camera Talent

[CLICK TO VIEW
FULL PORTFOLIO
& DEMO REEL](#)



Click below to view some video examples

Restoration

[Rainforest Short Doc](#)



(2022) In 2020, I founded a nonprofit studio called Emergent Productions with the mission of visual storytelling for the environment. I developed the concepts and stories, pitched & coordinated shoots, and filmed and edited all four short docs. This film was awarded as Best Environmental Film at the Ft Myers Film Fest.

Human-Centered

[World's Oldest Divers](#)



(2018) As senior producer for 4ocean, I was tasked with finding external characters that exemplified a love for the ocean. This film won Best Florida Short Doc at the Key West Film Festival, and I was responsible for directing, filming, editing, interviewing and overseeing additional camera operators.

Food Security

[Invasive Blue Catfish](#)



(2023) The Seafood Watch program ensures food security by working with industry leaders, businesses, governments, and consumers. As the senior content creator and strategist, I work directly with all stakeholders and partners to film and edit impactful stories while developing a rollout strategy for all content.

Global Teams

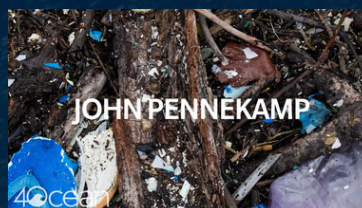
[4ocean Haiti Captain](#)



(2019) During my time with 4ocean, I managed many shoots around the world with partners and also their team in Haiti, for which I traveled to five times to create content about the plastic pollution crisis. I managed travel logistics, interviews, filming, and directed junior producers.

Plastic Pollution

[Cleanup with NOAA](#)



(2019) As senior producer for 4ocean, I was tasked with coordinating with partners and overseeing shoots. For this video, I managed logistics, worked with comms teams from all stakeholders, filmed, interviewed, and oversaw the team of additional camera ops and editors.

Social Justice

[LGBTQ+ Dreamer](#)



(2017) Intersectional activism played a large role in changing hearts and minds as a producer for the Human Rights Campaign. Through identifying voices with stories that aligned with our communication goals, I created videos to share through web/social. I filmed, interviewed, and edited.

PHOTOGRAPHY

Conservation, Wildlife, Research, & Product

Skilled on multiple DSLR cameras & Edit with Adobe Lightroom & Photoshop



SOCIAL MEDIA

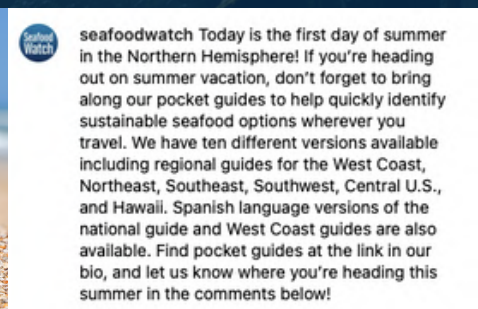
Throughout my career, I have managed social platforms for large organizations – overseeing content development and creation, posting, and social care. This experience has given me valuable insight to trends and strategies. I created the visuals and wrote the copy for all posts below.



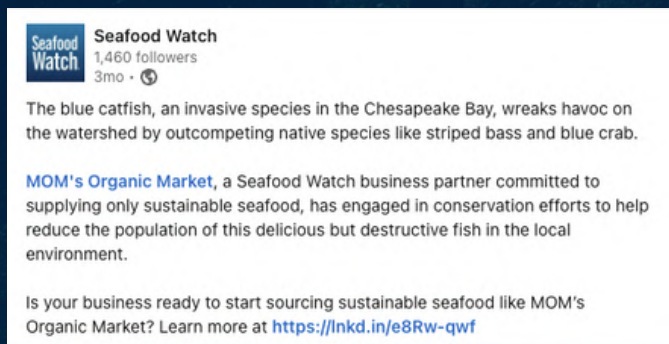
4Ocean 268w
Some countries don't have regular garbage and recycling pickup. Because of this, the trash produced by humans has no place to go. Learn how we're working to help areas in need by clicking the link in our bio. #4ocean #WasteManagement #JoinTheMovement



4Ocean 267w
You can spot our 4Ocean Haiti Cleanup Crew on the water from Port-au-Prince all the way up to Cap-Haïtien. Every day our Cleanup Crew works to remove trash and plastic from high impact areas such as river-mouths before it has a chance to reach to ocean. To learn more about our newest international division click the link in our bio. #4ocean #Haiti #CleanupCrew



seafoodwatch Today is the first day of summer in the Northern Hemisphere! If you're heading out on summer vacation, don't forget to bring along our pocket guides to help quickly identify sustainable seafood options wherever you travel. We have ten different versions available including regional guides for the West Coast, Northeast, Southeast, Southwest, Central U.S., and Hawaii. Spanish language versions of the national guide and West Coast guides are also available. Find pocket guides at the link in our bio, and let us know where you're heading this summer in the comments below!



Seafood Watch 1,460 followers
3mo · 🌐

The blue catfish, an invasive species in the Chesapeake Bay, wreaks havoc on the watershed by outcompeting native species like striped bass and blue crab.

MOM's Organic Market, a Seafood Watch business partner committed to supplying only sustainable seafood, has engaged in conservation efforts to help reduce the population of this delicious but destructive fish in the local environment.

Is your business ready to start sourcing sustainable seafood like MOM's Organic Market? Learn more at <https://lnkd.in/e8Rw-qwf>



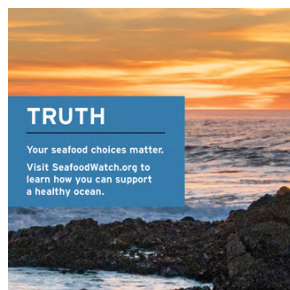
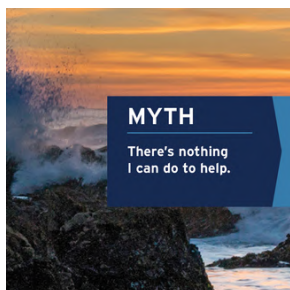
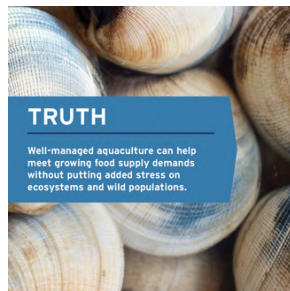
emergent_org #HappyPrideMonth 🌈
Emergent Productions is proud to be #LGBTQ led and inclusive. We ALL belong to this colorful world, and we all should feel welcomed and empowered to make a difference 🌍
#pride #equality #diversityandinclusion



DESIGN

Conceptualizing, Managing cross-departmental collaboration,
& Skilled with Adobe Photoshop, Illustrator, and InDesign

At Seafood Watch, I develop ideas for social media. For World Ocean's Day, I conceptualized an engaging carousel which addressed misconceptions we hear about this ocean resource. I wrote the copy and directed the design team for the creation of the final slides.



As the senior producer for 4ocean, I regularly hired freelancers, managed vendor contracts, and gave art direction to studios. While creating an informative series for the education department, we used the services of a large local studio. Not only was I the on-site director for the shoot involving a team of camera operators, but I also worked closely with the design team of the studio to make sure the set represented the company and satisfied all stakeholders.



While acting as interim social media manager at 4ocean while also fulfilling my duties as senior producer, I was responsible for developing ideas for our outreach platforms and ways to join conversations. Since whale sharks are filter feeders, they are directly impacted by microplastics due to their small form causing indiscriminate consumption. I worked directly with the design team to create this infographic specifically for International Whale Shark Day.

