

SALVATORE “SONNY” DEPASQUALE

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SUMMARY

Award-winning content producer and science communicator with 10+ years of experience in creating, directing, shooting and producing media for marketing and PR. Specializing in tourism, education, conservation, and much more.

SKILLS

- Adobe CC - Pr, Ae, Ps, & Ai
- Cinematography & Photography
- Writing for media
- Extensive Interview Skills
- On-Camera Talent
- PhotoShelter & Media Archiving
- Production & Budgeting
- Mailchimp email marketing
- FAA Certified Drone Pilot
- Certified Advanced Scuba Diver

BROADCAST

ABC - *SeaRescue*

Camera Operator, 55 eps (2012-2017)

NatGeo Wild - *Building Penguin Paradise*

Camera Operator (2012-2013)

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

AWARDS

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

Fort Myers Film Festival (2016),
Best Short Film
FLow

EXPERIENCE

FREELANCE PRODUCER & CONSERVATION STORYTELLER Independent Contractor | 2022 - Present

- Produce and edit conservation content for clients like WHOI, Bonnier, Project Seahorse, and ANGARI Foundation.
- Coordinate logistics and work with all stakeholders to ensure final deliverables meet and exceed expectations.

MANAGER, COMMUNICATIONS CONTENT PRODUCER 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.
- 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 junior producers, coordinated with vendors, and represented 4ocean on panel interviews and events.
- Coordinated with partners like WHOI, PADI AWARE Foundation, and WDC to create video campaigns to promote partnerships.
- 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 CONTENT 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 AND PRESIDENT

Emergent Productions ([site link](#)) | Remote | 2020 - Present

- Founded the 501(c)(3) nonprofit organization with a mission to inspire environmental awareness through media and storytelling.
- Fundraised on a per project basis to complete four short films highlighting six organizations like Florida Oceanographic Society, the Sloth Conservation Foundation, and the Battery Conservancy.
- Manage all communications and marketing primarily through Mailchimp, social media platforms, and Google ad grants.