

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

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

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

EXPERIENCE

SR CONTENT CREATOR & STRATEGIST

Monterey Bay Aquarium's Seafood Watch | Remote | 2023 - Present

- Produce written and visual content to communicate Monterey Bay Aquarium's Seafood Watch's science-based recommendations and the importance of sustainable fisheries.
- Manage social platforms including content strategy and creation, uploading posts, and tending to social care and response.
- Pitch and develop video campaigns including the entire production process from film to edit, while also working closely with partner organizations.
- Write web stories for the Seafood Watch website coinciding with recommendation releases to further amplify the message.

FREELANCE PRODUCER & CONSERVATION STORYTELLER Independent Contractor | 2020 - Present

- Produce and edit conservation content for clients like Woods Hole Oceanographic Institution, Bonnier Corporation, Project Seahorse, IAAPA, and ANGARI Foundation.
- Coordinate logistics and work with all stakeholders to ensure final deliverables meet and exceed expectations.
- Film, photograph, and edit all visual content and deliver assets to the organization.

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.

VISUAL COMMS 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.
- Maintained relationships with state and federal agencies like FWC and NOAA as well as the Manatee Rehabilitation Partnership (MRP).
- 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.