

Cassidy Sepnieski

Branding and marketing professional with eight years of management and fast-paced design experience in sports and tech startups.

Senior Visual Designer

2021 - Present

Alt | Remote

- Supervise Alt's creative brand initiatives, campaigns, and large-scale shows
- Develop marketing assets and collateral to build positive brand sentiment, and drive awareness and user engagement
- Execute asset creation, management, and delivery for social, email, web, digital advertising, and print marketing channels
- Monitor social media and online platforms for trends, user sentiment, and competitor activity, identifying opportunities for strategic initiatives

Marketing / Design (Contract)

2022 - Present

Minnesota Aurora FC | Remote

- Concept and design highest selling on-field jerseys in USL-W league
- Design for internal and external channels including social, stadium signage, email, and print collateral
- Direct brand photoshoots and jersey unveil events to kick off the 2023 season

Art Director

2019-2021

Forward Madison FC | Madison, WI

- Designed award-winning on-field jerseys for three seasons, leading to \$100K+ in merchandise sales each year
- Crafted storytelling opportunities to expand the FMFC brand to local and global communities, including through video and social
- Established toolkits for local artists to create custom commissions, empower them to be creators within the FMFC brand
- Conducted brand onboarding with all staff, from interns to C-Suite, to ensure creative consistency across all channels

Director of Marketing

2019-2021

Madison Mallards Baseball Club | Madison, WI

- Managed 15 seasonal employees to operate the live broadcast, social media, video production, PR, and on-field entertainment for 36 games a season
- Devised a robust marketing plan that supported ticket sales, fan engagement and team awareness strategies across social, digital, traditional, radio, and grassroots channels - resulting in multiple 6,500-ticket sellouts each season

Creative Services Manager

2017-2019

Big Top Baseball | Madison, WI

- Executed the creative strategy and artistic direction of marketing for Madison Mallards, Green Bay Voyageurs FC, Kenosha Kingfish, Green Bay Booyah, and more
- Directed game-day press box operations, overseeing the live broadcast and in-stadium music/PA/videoboard programming for 36 games per season

Promotions Coordinator

2014-2017

Country Jam USA / Blue Ox Music Festival | Eau Claire, WI

- Developed grassroots marketing strategy including poster mailing to 5 states, 40+ in-person local promotional nights, giveaways, and radio partnerships
- Managed ten marketing/ticketing intern team at 75,000-guest multi-day events

CONTACT

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EDUCATION

UW - Eau Claire

B.B.A. in Marketing and Brand Management

2013-2017

STRENGTHS

- Campaign Strategy
- Brand Design
- Social Media Management
- Event Management
- Email Marketing
- Data Visualization
- Apparel Design
- Team Leadership
- Problem Solving

TOOLS

- Adobe Creative Cloud
- Figma
- Brandwatch, Hootsuite
- Meta Business Suite
- Iterable, Mailchimp, Constant Contact
- Excel, Google Sheets
- TikTok, CapCut, InShot