

Cassidy Sepnieski

A passionate marketing and design professional with compassionate management experience in fast-paced sports and tech startups.

Creative Director

2021 - Present

Alt | Remote

- Managed Lifecycle channel strategy, creating a 200% increase in product adoption in Q1 through new campaigns
- Oversaw cross-functional collaboration on all go-to-market rollouts to ensure timely output and high quality results for internal and external stakeholders
- Executed asset creation, management, and delivery for social, email, web, digital advertising, and print channels
- Led booth design and event ops, doubling our goal by hitting \$4M at the largest annual trade show

Marketing / Design (Contract)

2022 - Present

Minnesota Aurora FC | Remote

- Developed Community Ownership campaign sprint across social media channels resulting in over \$10,000 in fundraising in two weeks
- Produced on-field jersey designs that aligned with community values
- Designed for internal and external channels including social, stadium signage, email, and print collateral, including templates for ease-of-use
- Developed the go-to-market strategy for the 2023 Home Kit, producing the photoshoot, content deliverables, launch event, and web assets

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 who executed all marketing and partnership initiatives for 36 games a season
- Devised a robust marketing plan that supported ticket sales, fan engagement, and sponsorship execution across social, digital, traditional, radio, and grassroots channels - resulting in multiple 6,500-ticket sellouts each season
- Management of asset delivery, tracking, and recapping for all sponsors

Creative Services Manager

2017-2019

Big Top Baseball | Madison, WI

- Executed the creative strategy and artistic direction of marketing for four baseball brands and three large-scale events
- Directed game-day press box operations, overseeing the live broadcast and in-stadium music/PA/video board programming for 36 games per season

CONTACT

+1 (920) 680-1014

csepnieski@gmail.com

csepnieskidesign.com

[LinkedIn](#)

EDUCATION

UW - Eau Claire

B.B.A. in Marketing
and Brand Management

STRENGTHS

- Campaign Strategy
- Brand Design
- Social Media Management
- Event Management
- Email Marketing
- Data Visualization
- Apparel Design
- Sponsorship Activation
- Account Management

TOOLS

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