

ADELLINE SASSANI

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Penn State sophomore advertising major pursuing internships & entry level casting opportunities in the LA entertainment industry with:

- A versatile background in content strategy, talent casting, social media management, website development, and videography.
- 3 years of real industry experience and knowledge due to my modeling experiences within the New York fashion industry.
- Demonstrated leadership in 3 student organizations with a proactive, collaborative, & optimistic mindset.

EDUCATION

The Pennsylvania State University, *University Park, PA*
B.A. Advertising/Public Relations, Minor in Digital Media Trends & Analytics
Dean's List: Spring 2020, Summer 2020

Graduation Year: Spring 2023
GPA: 3.63/4.0

The Hollywood Program was one of the main deciding factors for attending Penn State University.

WORK & LEADERSHIP EXPERIENCE

VALLEY Magazine

Casting Division | Casting Director

State College, PA
January 2021 – Present

- Created new division in VALLEY Magazine's business department responsible for scouting, recruiting, and selecting all models for the print and digital issues.
- Scouted & managed 15 models from a pool of 90 applicants for the Spring '21 issue of the magazine.
- Developed a model database to coordinate with models, content directors, and photographers to schedule talent for each shoot.

VALLEY Magazine

PR Division | Public Relations Director

State College, PA
May 2020 – December 2020

- Served as the youngest director ever elected in the history of VALLEY Magazine.
- Managed team of 25 individuals in brand partnerships, alumni/university relations, social media, ambassador management, & content creation.
- Increased primary social media account (Instagram) following organically by 1,000+ people; grew weekly website traffic by an average of 700%, due to more consistent activity over 1 year – the publication's most exponential social media growth in 7 years.
- Refocused brand strategy to reflect the publication's core values & original target audience's interests.

Freelance

Model Scout

New York City, NY
March 2020 - Present

- Scouted models that have been signed by top LA & New York agencies including Elite, Ford, Supreme, and The Society.
- Introduced State College model to a Miami agent who months later booked a magazine cover spread.
- Collaborate with photographers & agents in order to achieve client acquisition goals.
- Create connections with agents, models, photographers, clients, and casting directors.

Washington DC Journalism & Media Conference

National Youth Correspondent

Washington, DC
July 2018

- Networked with film and media industry professionals in Washington DC.
- Gained hands-on experience with press writing, and copy editing.
- Represented State of Pennsylvania and was selected based on strong academic performance and interest in journalism/media.

Emmaus Sports

Videographer

Emmaus, PA
August 2016 – May 2019

- Filmed, edited, and organized every sports highlight video for Emmaus High School's athletics website.

EXTRACURRICULAR INVOLVEMENT

Tetra Titans THON Organization | *President*
THON Rules & Regulations Committee | *LIT Chair*
Club Rowing | *Active Member*

August 2019 - Present
August 2020 - Present
August 2020 - Present

CERTIFICATIONS & SKILLS

- Adobe Creative Cloud
- Microsoft Excel/Office
- Videography/Editing
- Final Cut Pro
- Website Development & Tech Support
- Copywriting
- Talent Casting