

# SALVATORE “SONNY” DEPASQUALE

Online Portfolio: [SalvatoreDePasquale.com](http://SalvatoreDePasquale.com) | (973)960-3372 | [scdepasquale@gmail.com](mailto:scdepasquale@gmail.com)

## SKILLS

- Adobe Creative Cloud — Premiere, After Effects, Photoshop, Lightroom, Illustrator, and InDesign
- Cinematography & Photography — Professional Cinema Cameras & DSLRS
- Social Media Management & Strategy
- Photoshelter & Media Archiving
- Website Design & Email Marketing
- FAA Certified Drone Pilot
- Certified Advanced Scuba Diver — Experienced with underwater shoots
- Production & Budget Management
- Manage Vendor & Freelance Contracts
- Research & Copywriting
- Extensive Interview Skills
- Public Speaking & On-Camera Talent

## 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

## BROADCAST

**ABC - SeaRescue**  
Camera Operator, 55 eps (2012-2017)

**NatGeo Wild - Building Penguin  
Paradise**  
Camera Operator (2012-2013)

## AWARDS

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

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

**Telly Award (2012)**  
Freshwater Oasis at Discovery Cove

## PROFESSIONAL SUMMARY

Award-winning conservation storyteller, social media strategist and science communicator with 10+ years of experience in directing creative content to raise awareness of marketing and program initiatives for environmental and humanitarian organizations.

## WORK HISTORY

### SR CONTENT CREATOR/STRATEGIST — OCEAN ADVOCACY Monterey Bay Aquarium & Seafood Watch | Remote | 2023 - Present

- Produce written and visual content to communicate the program's science-based recommendations and the need for sustainability.
- Pitch and develop campaigns while managing productions and working closely with all stakeholders, partners and influencers.
- Travel extensively domestically and across the globe to countries including India and Indonesia acting as director on location shoots.
- Manage social platforms including content strategy, uploading posts, as well as social care and responding to comms inbox.
- Increased LinkedIn's follower count by 300% and consistently achieve a +7% engagement rate on the platform.
- In my first year in the role, I increased Instagram's engagement by +280% and gained +25,000 video views, a +7,000% increase.

### MANAGER, MARKETING VIDEO AND PHOTOGRAPHY Audubon Nature Institute | New Orleans, LA | 2021 - 2022

- Communicated the nonprofit's conservation milestones like their Whooping Crane Breeding Program and G.U.L.F.
- Worked as an integral part of the communications team promoting Audubon's multiple facilities and annual events for development.
- 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 producers & editors, managed vendors, and represented 4ocean on panel interviews and events.
- Coordinated with internal stakeholders and partners and managed global travel logistics while directing video/photo campaigns.
- 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 VIDEO 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.
- Appeared as an on-camera host and led off camera interviews for internal and external marketing videos.

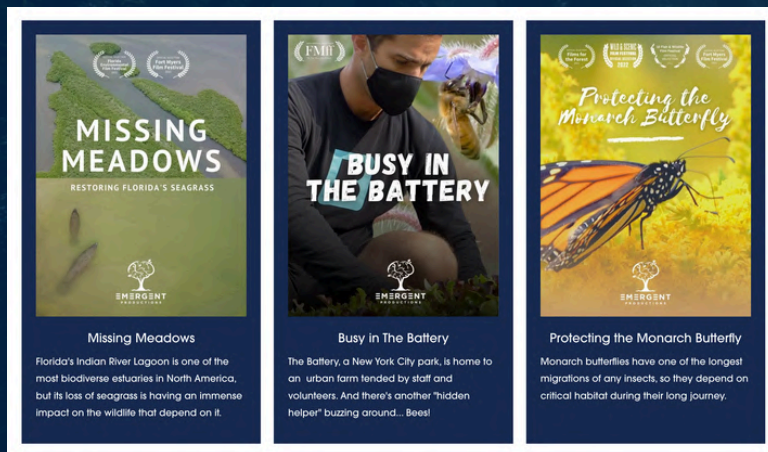
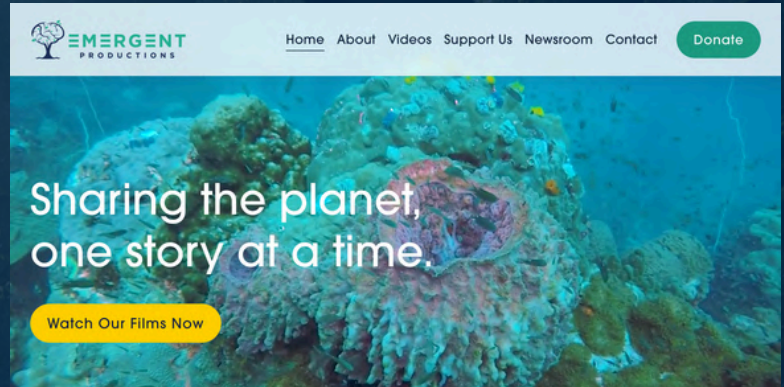


# Volunteer Work — Founder & President of Emergent Productions

[www.emergentproductions.org](http://www.emergentproductions.org)

In 2020, I founded a nonprofit called Emergent Productions with a mission to inspire environmental awareness through compelling media & conservation storytelling.

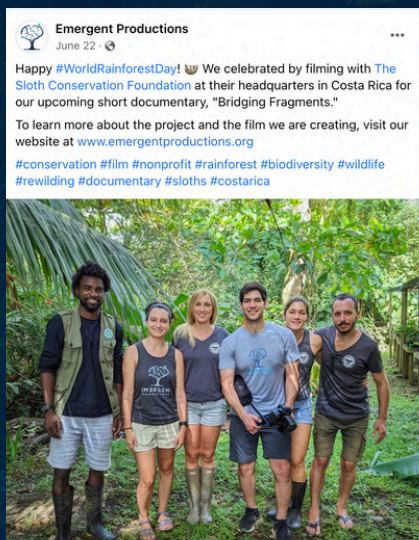
Although this is all done as volunteer work during my personal time, it has allowed me to visually communicate human-centered stories about our planet. I built and manage the website, create all the short films, and write all emails, press releases, and social media posts.



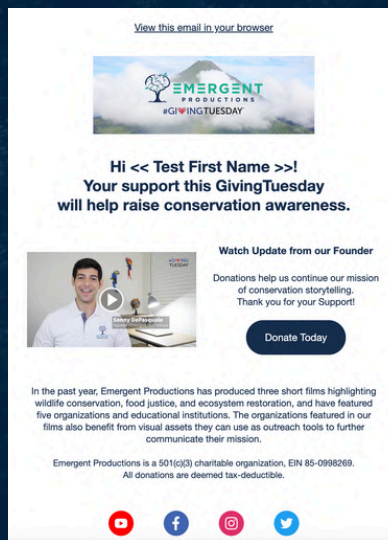
Since starting Emergent Productions, I have completed four short films, all of which have screened in festivals, classrooms, and organization websites.

These films not only highlight conservation issues, but also amplify the voices of scientists and organizations in the field including the Florida Oceanographic Society, the Sloth Conservation Foundation, the Battery Conservancy, the Pollinator Conservation Association, and the Bee Conservancy.

## Social Media



## Email Blast



## Press Release





# VIDEO PRODUCTION

[www.salvatoredepasquale.com](http://www.salvatoredepasquale.com)

Producer/Director, Shooter, Editor, Scriptwriter & On-Camera Talent

[CLICK TO VIEW  
FULL PORTFOLIO  
& DEMO REEL](#)



Click below to view some video examples

## Restoration

[Rainforest Short Doc](#)



(2022) In 2020, I founded a nonprofit studio called Emergent Productions with the mission of visual storytelling for the environment. I developed the concepts and stories, pitched & coordinated shoots, and filmed and edited all four short docs. This film was awarded as Best Environmental Film at the Ft Myers Film Fest.

## Indigenous Voices

[Quinault Razor Clams](#)



(2024) Uplifting voices and diversity in conservation is always a key goal of mine. When Seafood Watch released a green rating for Quinault razor clams, I saw a perfect opportunity to tell their story for Indigenous People's Day. I received approvals from the Nation, filmed and edited.

## Human-Centered

[World's Oldest Divers](#)



(2018) As senior producer for 4ocean, I was tasked with finding external characters that exemplified a love for the ocean. This film won Best Florida Short Doc at the Key West Film Festival, and I was responsible for directing, filming, editing, interviewing and overseeing additional camera operators.

## App Animation

[Verification Explainer](#)



(2024) To better communicate the Verification Platform to businesses and industry leaders, I worked with stakeholders to develop the script and lead direction with an animation agency to deliver this video, which has been used by Seafood Watch's outreach teams.

## PADI AWARE

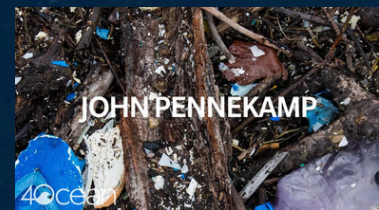
[Dive Against Debris](#)



(2019) As senior producer for 4ocean, I worked with all external partners on video campaigns each month. For their partnership with PADI AWARE, I developed the story and coordinated shooting logistics with PADI's comms team, conducted interviews, as well as filmed and edited the final deliverables.

## NOAA & NMFS

[Cleanup in the Keys](#)



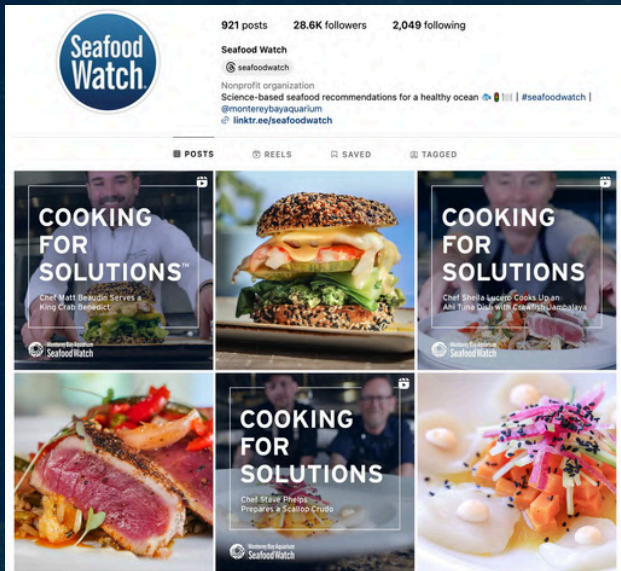
(2019) As senior producer for 4ocean, I was tasked with coordinating with partners and overseeing shoots. For this video, I managed logistics, worked with comms teams from all stakeholders, filmed, interviewed, and oversaw the team of additional camera ops and editors.



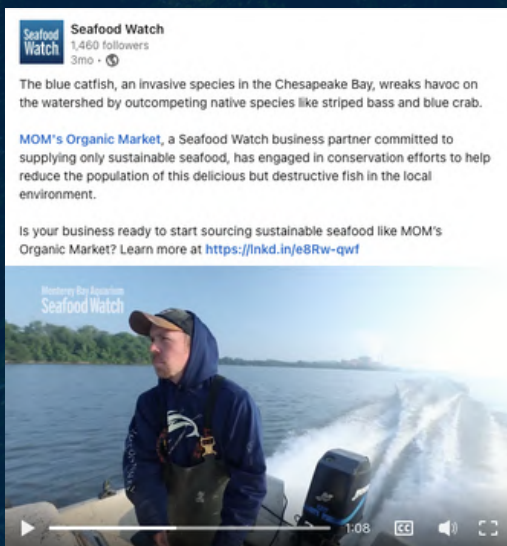
# SOCIAL MEDIA

Throughout my career, I have managed social platforms for large organizations – overseeing content development and creation, posting, and social care. This experience has given me valuable insight to trends and strategies.

I produced the visuals and wrote the copy for all posts below, and developed the cadence for campaign rollouts like Seafood Watch's Cooking for Solutions™ and the Super Green List, which highlighted sustainability minded chefs and organizations across the country.



seafoodwatch Today is the first day of summer in the Northern Hemisphere! If you're heading out on summer vacation, don't forget to bring along our pocket guides to help quickly identify sustainable seafood options wherever you travel. We have ten different versions available including regional guides for the West Coast, Northeast, Southeast, Southwest, Central U.S., and Hawaii. Spanish language versions of the national guide and West Coast guides are also available. Find pocket guides at the link in our bio, and let us know where you're heading this summer in the comments below!





# Spokesperson and Presenter

An aspect of communications and production I've had the opportunity to build upon is public speaking and presenting. For every employer, I have hosted video campaigns and represented them in front of a live audience. Each of these videos were produced, written, and edited by me.

Click below to view some video examples

## Seafood Watch/Whole Foods



(2023) In an effort to tie seafood into the holidays, the Seafood Watch team had me create a video focused on a tradition my family practices called the Feast of the Seven Fishes. This gave us a way to spread relevant messaging during the holiday season and highlight one of our largest business partners.

## 4ocean Host & Spokesperson



(2019) In an effort to engage the public in the plastic pollution conversation, I was asked to host a series called Sonny on The Beach which featured beachgoers. I'd also represent the organization on panels at events like Bonnaroo and film festivals. For this video, I wrote the script, secured permits & releases, and edited.

## SeaWorld's Mako Coaster



(2016) As the content producer for SeaWorld, I had many opportunities to present on camera over my time there. For the opening of the much anticipated hypercoaster, Mako, I was tasked with developing milestone videos where I presented each webisode as a campaign to build anticipation for the new ride.

## 4ocean - Four Facts



(2019) Each month, 4ocean, an ocean cleanup company, partnered with a different NGO focused on a different ocean species. I developed and created a series of educational videos for young viewers to roll out each month called Four Facts. This particular raised awareness for the Everglades.



# PHOTOGRAPHY

Conservation, Wildlife, Research, & Product

Skilled on multiple DSLR cameras & Edit with Adobe Lightroom & Photoshop

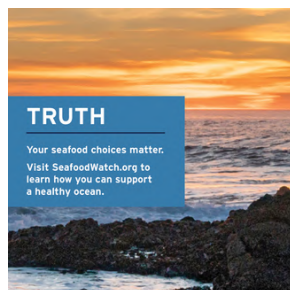
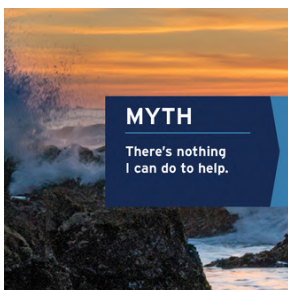




# DESIGN

Conceptualizing, Managing cross-departmental collaboration,  
& Skilled with Adobe Photoshop, Illustrator, and InDesign

At Seafood Watch, I develop ideas for social media. For World Ocean's Day, I conceptualized an engaging carousel which addressed misconceptions we hear about this ocean resource. I wrote the copy and directed the design team for the creation of the final slides.



As the senior producer for 4ocean, I regularly hired freelancers, managed vendor contracts, and gave art direction to studios. While creating an informative series for the education department, we used the services of a large local studio. Not only was I the on-site director for the shoot involving a team of camera operators, but I also worked closely with the design team of the studio to make sure the set represented the company and satisfied all stakeholders.



While acting as interim social media manager at 4ocean while also fulfilling my duties as senior producer, I was responsible for developing ideas for our outreach platforms and ways to join conversations. Since whale sharks are filter feeders, they are directly impacted by microplastics due to their small form causing indiscriminate consumption. I worked directly with the design team to create this infographic specifically for International Whale Shark Day.

