




CASSIDY DELAMARTER

PUBLIC RELATIONS & MARKETING

Detail-oriented professional with a passion for research, science writing and storytelling. Proven ability to drive results through strategic communication initiatives and history of success in elevating research while improving brand recognition globally. Currently serving as the lead science writer for the University of South Florida with nearly 10 years of experience in varied communications.

CONTACT

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SKILLS

Science writing
Storytelling
Crisis Communications
Media Relations
Social Media Management
Videography & Photography
Content Creation
Project Management
AP Style

PROFESSIONAL EXPERIENCE

UNIVERSITY OF SOUTH FLORIDA – TAMPA, FLA.

AUGUST 2021 – PRESENT

COMMUNICATIONS AND MARKETING MANAGER, LEAD SCIENCE WRITER

APRIL 2022 – PRESENT

UNIVERSITY COMMUNICATIONS AND MARKETING

- Lead research writer for the university; writing lay-language press releases and news stories on timely research to improve national and international brand recognition
- Achieved a remarkable success rate in coverage, with over 90% of stories picked up by media. Consistently reaching prominent outlets such as the NY Times, USA Today, Apple News and National Geographic – notably, Dr. Deep Sea garnered international acclaim
- Led brand research projects to better define target audiences and enhance brand messaging effectiveness
- Launched new asset management system to streamline operations across all three campuses
- Established intern program and currently managing team of interns to generate compelling content across multiple platforms

COMMUNICATIONS AND MARKETING OFFICER,

AUGUST 2021 – APRIL 2022

COLLEGE OF NURSING

- Developed and executed strategic communication plan that helped the college climb 14 spots in the 2023 U.S. News & World Report rankings, ultimately hitting the top 50
- Tripled the amount of donations to the college during USF's Week of Giving (2022 vs. 2021) through email marketing and paid social media content
- Launched podcast to reach national audience and provide nurses with free resources for mental health
- Designed, wrote and copyedited the inaugural annual alumni magazine while managing project budget
- Created strategic video campaign to recruit faculty, staff and students to nursing

HILLSBOROUGH COUNTY SHERIFF'S OFFICE – TAMPA, FLA.

JUNE 2020 – AUGUST 2021

SOCIAL MEDIA SPECIALIST

- Partnered with city and county officials to create crisis communication plan for Super Bowl LV
- Created new strategic communication plan for social platforms that resulted in more than 30,000 new followers across channels in less than a year
- Launched new campaigns that frequently went viral, reaching as high as 6.5 million views
- Managed weekly press conferences to cover breaking news and promote strategic law enforcement operations

KDRV – HEARTLAND MEDIA – MEDFORD, ORE.

FEBRUARY 2019 – FEBRUARY 2020

ANCHOR/REPORTER/PRODUCER

- Managed weekend team of 7+ employees, while simultaneously producing and anchoring the evening shows
- Operated as a one-man-band reporter during week days, turning at least two stories daily with new angle for each of the four evening newscasts
- Managed company social media accounts daily and wrote daily web stories for each story

WFTV – COX MEDIA GROUP – ORLANDO, FLA.

JANUARY 2018 – MAY 2018

ANCHOR/REPORTER INTERN

- Fostered productive relationships with local elected officials and community leaders
- Covered federal court cases, including Noor Salman trial
- Helped manage timeline and troubleshooting throughout sponsored live team coverage of annual Walt Disney World marathon weekend

WKMG – GRAHAM MEDIA GROUP – ORLANDO, FLA.

MAY 2017 – AUGUST 2017

ANCHOR/REPORTER INTERN

- Coordinated logistics of sponsored live team coverage at the city's annual 4th of July event with more than 100,000 attendees
- Covered many fast-paced crises, including Fiamma's workplace shooting and the aftermath of Pulse

KNIGHTLY NEWS – ORLANDO, FLA.

JANUARY 2016 – DECEMBER 2018

ANCHOR/REPORTER/PRODUCER

- Lead student reporter for the university, serving as a trusted source and freelancer for local stations
- Covered campus breaking news, including multiple pedestrian fatalities
- First reporter throughout Orlando market to break the news of suspect wanted for lewd behavior and multiple sexual assaults across campus
- Mentored more than 50 journalism students and hosted annual internship fair after building relationships with all local print, radio and news stations

EDUCATION

UNIVERSITY OF CENTRAL FLORIDA – ORLANDO, FLA.

BACHELOR OF ARTS IN JOURNALISM

MINOR IN MARKETING

- President of Society of Professional Journalists, Alpha Delta Pi, National Society of Collegiate Scholars