

Maria C. Cassidy

2545 Dennis St Apt 3103 • Cincinnati, OH 45219 • (937) 474-2948 • cassidmc@mail.uc.edu

PROMOTIONAL MARKETING/MODELING

Absolut Vodka: Promotional model at local sports bar during Bengals game.

AXE Body Spray: Worked many basketball games to promote AXE Body Spray Fierce.

Bacardi: Managing/Lead Model for Kentucky Derby Promotion, also promotions in Cincinnati/KY area.

BCBGeneration Student Ambassador: Work events on and off campus to help create BCBGeneration brand awareness.

Broadway across America: Promoted the Broadway musicals, “The Rock of Ages” and “Frankenstein” by passing out flyers and posters to local bars, restaurants, businesses, as well as people.

Cocktail Waitress/VIP Bottle Service: Rick Ross Concert at Mansion in Columbus, OH.

Cricket Wireless: Participated in successful guerilla marketing in downtown Cincinnati. Passed out promotional marketing materials and encouraged the public to participate in the game on the projection screen as well as the touch screen game on the van.

Deveroes Clothing Store: Modeled new jackets for a Billboard that is in Columbus, OH

Fazoli's: Extra in national commercial for the Italian restaurant.

Flying Pig Marathon: Worked the P&G tables to hand out complimentary items and speak about P&G's sponsorship of the 2012 Summer Olympics in London.

GUNK: Lead Model/Manager for Team 1 in 4 day automotive cleaner promotion in Columbus at car shows, automotive stores.

Hair Models Express Hair Show: Walked runway to show off new hair style.

Halls Defense Drops: Planned and staffed my own team for a 9 event Halls Defense Drop promotion.

Hollister Co.: Worked for two years as a Model for Hollister in their retail store. Assisted customers with any needs they had and also helped maintain store cleanliness. Experienced retail first hand by interacting with customers as well as management.

Malibu Red: Handed out complimentary Malibu Red shots at local bars and got input on how the consumer's felt it tasted.

NCAA for TGIFriday's: Handed out flyers and drove traffic to TGIFriday's for the March Madness kick off and watch party.

NCAA for Virginia Commonwealth University (VCU): Modeled in photo shoot for VCU Basketball marketing and advertising layouts to be used for the next 3 years internally.

Proctor & Gamble: Handed out thousands of product samples at the Flying Pig Marathon in order to increase awareness of P&G's sponsorship of the London 2012 Olympics. Managed promotional models at the Cincinnati Children's Museum Center: promotional models were in charge of handing out sample products at a table at the front entrance of the museum.

PNC Bank: Promotional model at the Cincinnati Zoo representing PNC Bank. Helped hundreds of children ages birth-5 years get dressed in Halloween costumes for complimentary pictures.

Reebok Easy Tone Shoes: Worked the Flying Pig Expo to promote and educate runners/walkers about the new Easy Tone Shoes.

Sailor Jerry Rum: Manage/Model- hand out complimentary cups of rum at different bars across Ohio.

SCION: Worked the promotional parties for the Dealers and Owners of SCION cars- photographer/ Brand Representative.

Southern Comfort Model: Model for alcohol promotions in Cincinnati/KY area.

Time Warner Cable: Worked a photo booth for Time Warner Cable at the Cleveland Ribs Festival. Handled crowds and helped take photos with NBA All Stars such as JJ Hickson and Darryl Dawkins.

Tim Courtney Photography: Had a photo shoot with celebrity photographer Tim Courtney and his students.

Three Olives Vodka: Manage/Model for Three Olives Vodka- hand out complimentary shots at different bars across Ohio.

Toyota: Managed promotional models at a red carpet Toyota sponsored event. Promotional models were responsible for being knowledgeable of the three new car models being showcased.

United States Tennis Association (USTA): Managed models for the Midwest & Southern Open in Mason, OH which offered free USTA memberships to kids 10 & under.

University of Cincinnati College of Business: My picture appears as the cover of their main brochure that reaches hundreds of students monthly, as well as other promotional items.

VersaSpa: Helped distribute flyers to each residence in a student apartment complex prior to the tanning salon's grand opening.

Wii Fit Plus: Worked Bridal Expo at Duke Energy Center to help promote the new Wii Fit Plus Game- taught guests how to use the game and informed them the positives of a healthy and fit lifestyle.