

OVERVIEW

Goal-oriented, motivated, altruistic leader with strong background in start-ups, sports, entertainment, broadcast, and new media. Several years experience in online marketing, monetization, and consulting for government agencies and small, mid-size, and Fortune 500 entities in a variety of industries. Seeking to incorporate my expertise into the legal realm of technology, sports & entertainment.

EXPERIENCE

BLINK PROMOTIONS, LLC. | Manalapan, NJ & San Diego, CA Sept. 2004 – Present
Account & Contract Manager, Web Developer & Consultant

Coordinate, design, and develop e-marketing, monetization and content management business plans and proposals. Draft, execute, negotiate, and oversee approximately 30 new and recurring annual contracts and domain transactions. Develop innovative marketing tools and digital platforms to maximize revenue streams for businesses, organizations, and public officials. Conduct interviews for prospective employees and oversee interns. Maintain professional relationships with clients, ranging from local sports/entertainment organizations to private law firms to global energy companies.

Specializations: contract drafting, negotiation, web development and design, e-commerce, IT support and staffing, wireless security technologies/infrastructure, SEO/SMO, corporate identity/branding, integrated advertising and social marketing.

THOMSON REUTERS – WEST PUBLISHING | San Diego, CA May 2011 – Present
Westlaw Student Representative, Legal Division

Assist California Western law students and faculty with Westlaw and WestlawNext operations and research. Organize student trainings, workshops, seminars, and on-site maintenance of on-campus facilities and IT/user support. Provide legal research consultation, and manage on-campus/online marketing and social media of Westlaw and WestlawNext products and resources. Certifications Held: *Advanced Westlaw Legal Research, WestlawNext: Research More Efficiently & Productively.*

FOX NEWS CHANNEL | New York, NY Jan. 2007 – May 2009
FoxNews.com Production/Editorial Intern & The O'Reilly Factor

Assisted with daily guest relations and pre-tape/live on-set responsibilities. Managed show email correspondence, TV show content and blogs on FOXNews.com, created/edited graphics for web, cut and coordinated videos and show segments, researched, pulled and copyedited AP stories, managed transcriptions. Helped launch the Fox Nation interactive online forum in Spring 2009, covering legal, sports and entertainment stories.

CNN HEADLINE NEWS | New York, NY Sept. 2008 – Dec. 2008
Production Intern for Legal Primetime Show and Weekend Shows

Assisted with daily production for *Issues with Jane Velez-Mitchell, Glenn Beck Show, & Not Just Another Cable News Show*. Conducted research for legal segments, pulled footage, created dubs of featured shows, managed guest relations, green room and booking, participated in an exclusive news writing training seminar for Anderson Cooper 360°, focusing on sports and entertainment news writing.

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WEB
CassieSadowitz.com

COMPANY
BlinkPromotions.com

NEW JERSEY STATE LEGISLATURE | Red Bank & Westfield, NJ Aug. 2007- May 2009
Legislative Assistant, District 12 & District 21

Assisted with constituent affairs, intern recruitment, daily scheduling for Sen. Minority Leader Tom Kean, Jr., Sen. Jennifer Beck, Asm. Declan O'Scanlon and Asm. Caroline Casagrande. Maintained databases and correspondence, conducted legislative/bill research, drafted legislative proposals and official documents. Edited and created layout for *12th District Newsletter*, organized fundraising events and campaign field and administrative operations.

EDUCATION

JD CANDIDATE, FALL 2012

California Western School of Law, San Diego, CA | 2010-2012 (2 years)

Relevant Courses: Sports Law, Cyberspace Law, Social Media Law, Alt. Dispute Resolution
2012, Currently producing an interactive Sports Law litigation report concentrating on MLB trademark/licensing and copyright issues pertaining to online media

2011, Passed Multistate Professional Responsibility Exam

2011, Authored scholarly paper, *Attorney Advertising in Cyberspace: Modernizing the Legal Industry While Maintaining Professionalism*

2011-2012, Site Developer & Webmaster, Student Bar Association | CWLSBA.com

2011-2012, Secretary, Business Law Society

2010-2012, Member, San Diego County Bar Association & American Bar Association

BA, JOURNALISM & HISTORY/POLITICAL SCIENCE

Rutgers University, New Brunswick, NJ | 2006-2009 | 3.9 Cum. GPA | *summa cum laude*

Deans List | President, KTA Journalism Honor Society | DEI National Honor Society

National Society of Professional Journalists | National Society of Collegiate Scholars

PROFICIENCY

Microsoft Office

Adobe Creative Suite

SEO, SEM, SMO

Final Cut Pro

HTML, CSS, PHP, MySQL

Wordpress, Joomla, CMS

Legal Research/Drafting

E-Discovery (meta data, source code, document management)

RECOGNITION

2011, Volunteer/Coordinator, *Business of Social Media* Sports/Entertainment Law Conference

2006-2011, Website/Promotions Designer, Webmaster, Manalapan Baseball Association

2010, Distinguished Alumni, Featured in *Rutgers Alumni-Knights Magazine*

2009-2010, Guest Lecturer for various Rutgers journalism & political science seminars

2009, Rutgers University Rhodes Scholarship Nomination

2009, KTA Journalism Honor Scholarship

2009, Maimonides Leadership Fellowship

2008-2009, Rutgers Academic Excellence Award

2008-2009, Layout/Webmaster, Rutgers Centurion

2008, NJ State Youth Director, Giuliani Presidential Committee

2007-2009, Independent Researcher, Media Friendly, Inc. & Rutgers Political Science Dept.

2007, Volunteer, Embrace Kids Foundation

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