

# CASSIDY RATLIFF

## CREATIVE DIRECTOR X EXECUTIVE

I'm a highly motivated, outgoing, and detail-oriented creative. I handle multiple responsibilities simultaneously while providing exceptional service in project management and a variety of both administrative & creative roles.

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@cassidyratliff

Los Angeles, CA & London

## EDUCATION

### BACHELOR OF FINE ARTS

*American Musical & Dramatic Academy LA | 2015-2018*

Balanced technical training in various dance styles with a strong foundation in acting, music theory, and performance

Interdisciplinary subjects: film and society, psychology, mythology, and history, deepening the artistic perspective and ability to storytell

Practical experience: 8 main stage performances, dance on film, choreography workshops, and work-study programs which included health & wellness and multiple costume department positions

## EXPERIENCE

### CREATIVE FREELANCER

*moMEANTum LLC | 2020-Present*

- Providing diverse creative services such as dance workshops, creative consulting, branding, mentorship, choreography, community fellowship, project management & direction
- Facilitating creative direction for projects that lead to successful performances, visuals, and events

### CHOREOGRAPHER & CREATIVE ASSISTANT

*Charm LaDonna Inc. | 2021-Present*

- Develop set lists, organize audio files, create show flow docs, and choreograph or stage as directed
- Assist in creating over 50 performances
- Maintain clear communication with managers and directors, while also delegating tasks for creative departments

### EXECUTIVE ADMIN ASSISTANT

*Arevir Inc. & Live Good Ent. | 2021-2024*

- Supervised schedules, communicated with key executives and clients, managed projects including: marketing, web development, and monthly finance reports
- Contributed to the successful launch of over 7 major events, achieving a 100% on-time delivery rate for project milestones
- Executed weekly email marketing campaigns, and increased communications across multiple platforms

## SKILLS

Communication

Consulting

Creative Direction

Innovation

Facilitator

Movement Architect

Organization

Strategist

Graphic Design

Multitasking

Project Management

Writing

## METRICS

### CREATIVE

*Director, Choreographer, Assistant*

- 100% commitment to project intentionality and direction given
- 80% reported improved skills and confidence
- 30% improved rehearsal efficiency

### ADMINISTRATIVE

*Executive, Assistant, Project Manager*

- 75% increased meeting efficiency
- 32hr return rate for addressing all client communication inquiries
- 40% improvement in financial report accuracy & streamlining processes

## REFERENCE

### TANYA KARN

*Charm La'Donna Inc.*

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### TANISHA WHITING

*United Talent Agency*

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