



# DUSTIN CASSIDY

## EXPERIENCED SALES, MARKETING AND MUSIC PROFESSIONAL WITH A DIVERSE SKILL SET

### OBJECTIVE

My goal is to find a music related role that allows me to flex my sales and marketing skills while being fresh, creative and strategic.

### PROFESSIONAL EXPERIENCE

#### Account Executive

Medely | 2022 - Present

- Selling a high-tech medical staffing solution around the country and hitting team targets along the way.

#### Director of Sales and Business Development

Instructional Technologies Inc. (SambaSafety) | 2018 - 2022

- Exceeded quota, brought in enterprise accounts and partner deals, gave industry talks at public events.

#### Consultant, PR and Marketing

Kajimoto Music - Tokyo, Japan 2009~2019

- Wrote and translated marketing materials. Helped organize live music events and interviewed high profile touring musicians.

#### Music Instructor

LiveJam Music School - Tokyo, Japan 2009~2018

- Instructed an international mix of kids and teens in music performance, music composition and the dynamics of playing in a band. Regularly organized and was MC for live student events and guest clinics.

#### Head Trainer

Interac | Yokohama, Japan | 2008 - 2018

- Corporate trainer for the largest educational firm in Japan, at the largest branch in the country - Yokohama. Excellent public speaking and leadership skills were required to run ongoing English teacher training sessions for large groups of 150+ instructors as mandated by Yokohama City.

### SKILLS

- Experienced sales and marketing professional with a sharp ability to understand the buyer
- Extensive technical and historical knowledge of music gear
- Been a working, freelance musician my whole life and deeply understand what musicians value
- Very well spoken with the ability to deliver smooth, professional presentations
- Can play the drums and keyboards at a high professional level in all styles in order to give amazing product demos
- Powerful strategies will gain high quality endorsers and partners to increase sales

### EDUCATION

B.A. in Music  
Central Washington University  
Ellensburg, WA

Diploma with a focus  
in music composition  
Vancouver School of Arts  
and Academics  
Vancouver, WA

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