

# Gabriel J. Cassala

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## Education

### Purdue University | Honors College

BA in Mass Communication | Certificate in Entrepreneurship and Innovation.  
Study Abroad: Communication and Culture in Tuscany.  
Duke TIP: Neuroscience Program  
CGPA: 3.6/4.0 | Cum Laude Society

West Lafayette, IN

May 2020

## Experience

### Purdue Channel 5

*Senior Producer*

- Coordinated a small team to develop Purdue's first student-run T.V. channel in over 10 years.
- Developed numerous shows and podcasts for the channel and our affiliate Roundhouse Radio utilizing Adobe Audition, Premier Pro, and Studio Binder.
- Supervised the Brian Lamb School's 2018 election coverage as the floor manager.
- Further position experience includes: cinematographer, graphics coordinator, switch operator, and on-air talent.

West Lafayette, IN

Jan 2019-May 2019

### LumaWorx Media L.L.C.

*Production Assistant*

- Individually directed craft services while thinking on my feet to anticipate the needs of the cast and crew during the production of 5 commercials.
- Responsibilities quickly grew to include providing lighting and videography assistance which expedited production; resulted in wrapping on-time and under budget.

Evansville, IN

Jun 2017-Aug 2017

### Cordova Recreational Sports Center

*Facility Specialist*

- Processed laundry, maintained equipment, and enforced safety standards throughout the 480,000 sq. ft facility.
- Instructed new hires and supervised Facility Assistants after being promoted.
- Advertised the facilities mission of providing lifelong wellness through education and social connection while leading tours for potential students and families.

West Lafayette, IN

Aug 2017-May 2018

### Brian Lamb Media Lab

*Lab Manager*

- Utilized asset management software to organize and facilitate film equipment rentals for hundreds of students.
- Trained new hires and instructed students on the basics of Premier Pro, Adobe Audition, and Writer Duet.

West Lafayette, IN

Dec 2017-Aug 2019

### Victoria National Golf Club

*Forecaddie and Golf Course Maintenance Technician*

- Prepared the course for daily play (mowing, watering and chemical application) within intense time restrictions while coordinating assignments among teammates spread throughout the 18-hole course.
- Introduced and guided golfers through the top 50 course.

Evansville, IN

Jun 2016-Aug 2016

## Skills | Certificates

Italian (Intermediate Conversational and Reading Fluency) | CPR certified | Google Analytics