

Cassidy

Mitchell

CassidyMitchell.com

Site & Brand for my Creative Online Business Management work

CASSIDY MITCHELL

CREATIVE ONLINE BUSINESS MANAGER FOR ACTORS, ARTISTS & ENTERTAINMENT ENTREPRENEURS

"I'm not exaggerating when I say that Cassidy has been a godsend"

- **Gin Hammond**

I have 1 space open at
5-10hrs/week,
current rate is
\$45/hr, booking
May/June 2024



SPRUCE
PACKAGE

5HRS/WK

CONNECT



ASPEN
PACKAGE

10HRS/WK

CONNECT

On our discovery call, we'll chat about what you can hand off right away, to take a weight off your shoulders within 24 hours of signing on.

LET'S MAKE THINGS HAPPEN

GET ON THE CALENDAR

HERE'S HOW I BOOST YOUR BUSINESS

BACK END

Project Management & Execution
Automation Development
Process Design
Operations Cleanup & System Implementation

FRONT END

Copywriting
Graphic Design
Website Building
Branding Design
Silly Support for Difficult Days

Dive in and develop a new product / project / service

Feel the sunlight on your skin as you take time off, knowing everything is taken care of

Let your shoulders drop as all the minutia is finally released from your head and mapped out in a plan

Allow yourself to get immersed in your art for hours on end

Develop passive income streams to serve you for years to come

Finally have everything organized in a way that makes sense for your brain

AS YOU TASTE YOUR COFFEE IN THE MORNING

ANNE - EXPERIENCE DESIGN EXPERT

"Cassidy's contagious laughter is a reflection of her positive and vibrant personality. Her ability to bring humor and lightness to the workplace not only brightens the atmosphere but also creates a collaborative and enjoyable work environment. I love working with Cassidy. She embodies the qualities that lead to success."

SUSAN A. RAITT - BUSINESS DEVELOPMENT PROFESSIONAL

"Cassidy is very methodical in her approach to setting timelines, goals/objectives, task management and achieving results. Aside from the organization of key processes for our team, Cassidy also excels at hands-on execution."

SHIRO BERGBAUER - COACH, NURSE ANESTHETIST

"She's the brains behind the podcast and has been instrumental in creating the podcast of my dreams. If you're starting out in podcasting and need someone to help with editing and making the show amazing, Cassidy is the real deal."

CHECK OUT
ON THE MAP
WEBSITE & BRAND IN-A-WEEK PACKAGE

ON THE MAP * ON THE MAP * ON THE MAP *

LEARN MORE

GET ON THE LIST
Sign up to receive new offers, artist branding tips, and updates!

Email Address

CONNECT TODAY

SIGN UP

Privacy is protected

[Online Business Management](#)

[On The Map](#)

[Acting](#)

[Contact](#)

[in](#)



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Professional Performer's Website & Brand
in a week

ON the MAP

materials we can create for your brand

- stunning personal website
- business cards
- name & initial logo
- full personal brand guide
- resume reworked for branding
- email address & signature
- personalized stationary for print
- casting profile updates
- creation of assets you might require to go after your dreams



Mention code **ACTOR** for 10% off your On The Map package, valid through May 1st, 2024

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cassidymitchell.com
ig @its.cassidy.mitchell
cm@cassidymitchell.com

On the Map Poster

Poster for my business package, developing a brand and website within a week

Made for artists who need a portfolio of their work and a way for people to find them, (to get them *On The Map*)

They want a premium look beyond the templates, and a fast turnaround to apply to work, or to showcase their work from a theatre program

Inspired by mountains to give a sense of feeling lost and found in a continent of options

Layering with transparency and the hill for depth and space



ON THE MAP

ON THE MAP WEBSITE & BRAND IN-A-WEEK FOR ACTORS, ARTISTS, PROFESSIONALS & ENTERTAINMENT BUSINESS OWNERS.



All done 1:1 with Cassidy Mitchell

Let's walk through the forest of personal & professional branding to get you assets that make anyone who see them gasp "ah, finally, a professional!"
We might venture to say that you want branding that's sexy, clean, classic, futuristic, punk rock, or luxurious; and if that is the right look for you and your market, we'll make it happen.

Allow me to navigate us to a brand that truly reflects you.

- ✓ SIGN UP & BOOK YOUR WEEK
- ✓ MAP IT OUT - MONDAY
- ✓ DRAFTING & STRUCTURING
- ✓ COMPASS CALIBRATION - WEDNESDAY
- ✓ NOTES & CHANGES
- ✓ NAVIGATING AHEAD - FRIDAY
- ✓ POST-DELIVERY

HOW IT WORKS



YOUR ARTISTIC WORK CAN CHANGE THE WORLD. THE PATH TO GET SEEN CAN FEEL ROCKY. IF YOU DON'T WANT TO HIKE ALONE, YOU DON'T HAVE TO.

WHAT YOU GAIN

Base

- Intake experience
- Personal brand guide
 - 3+ mood boards to choose the aesthetic guide for color, fonts, and imagery
- The website
 - Front and back-end all set up to be easily found
- Road Map document
 - Home to everything we create: the structure of your site, links, assets, and how-to info for maintaining your site
 - At the end you'll receive an update on your Road Map with how to best utilize your new website and brand

Optional

- Resume reformat
 - Tailored to your branding, extremely clean, in line with industry best practices
- Name & initial logo
- Business cards
- Domain email address
 - Brand signature
- Personalized stationery
- Recordings to our calls

CALL, SOFTWARE AND PRINT EXPENSES FOR YOUR BRAND ARE YOUR RESPONSIBILITY



IMAGINE HOW ON THE MAP CHANGES YOUR ARTISTIC LIFE

You'll likely have:

- A website you're excited to show off with branding that is as sexy, or clean, or classic, or futuristic, or punk rock, or luxurious as you want it to be, that fits you and your market
- A professional site & brand that bumps you up the list for grants and opportunities
- More auditions coming in as casting directors, directors, managers, and agents can actually find you

It's within the realm of possibility that you will:

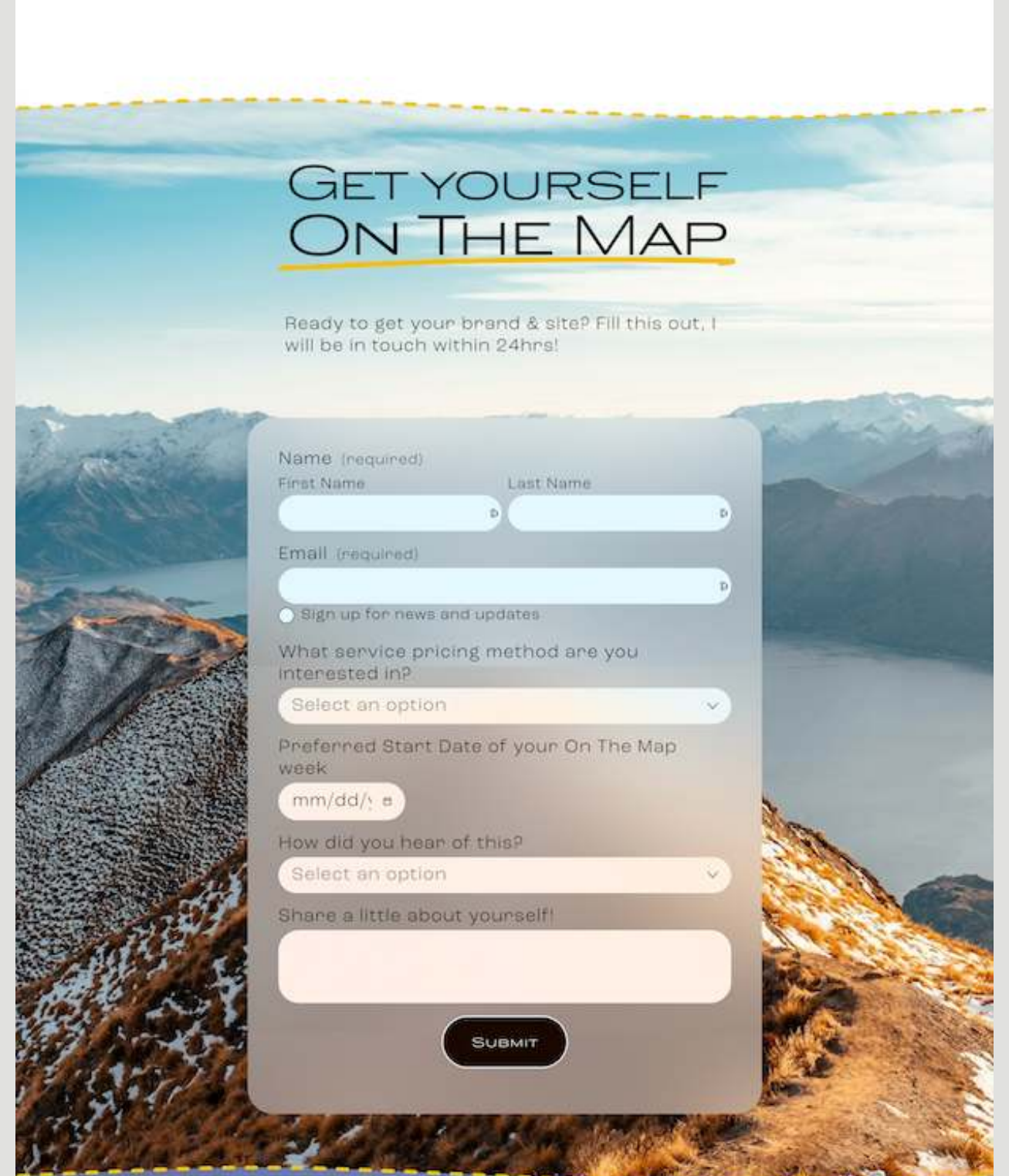
- Feel like an ~Official Artist~ with a website that matches your skill level, talent, and aesthetic
- Confidently put yourself out there for roles you might not have before
- Get a sense of momentum in your career with a quick, easy, giant win
- Further define your vision for what you want in your career, by nailing it down in the intake forms



NOW BOOKING
MAY & JUNE
Right now, the Trailblazer Price for On the Map is \$1350.
Onboard by May 1st to lock in this price.

FAQ

- Do you offer payment plans? *
- What if I'm really busy right now? *
- What kind of information do you need from me to start the design process? *
- Will my website be mobile-friendly? *
- Can I make changes to my website after it's completed? *
- I'm in a different industry completely, would you make my site? *
- My site, for real, only needs to be one



GET YOURSELF ON THE MAP

Ready to get your brand & site? Fill this out, I will be in touch within 24hrs!

Name (required)
First Name Last Name

Email (required)

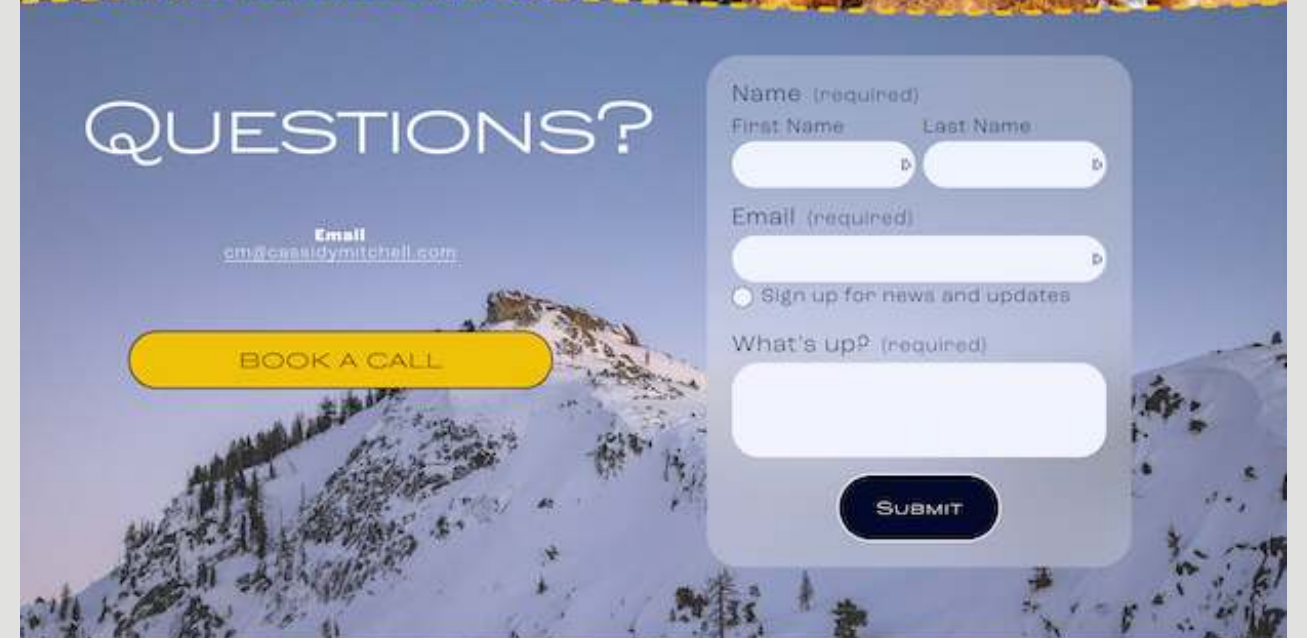
Sign up for news and updates

What service pricing method are you interested in?

Preferred Start Date of your On The Map week

How did you hear of this?

Share a little about yourself!



QUESTIONS?

Email cm@casidymitchell.com

Name (required)
First Name Last Name

Email (required)

Sign up for news and updates

What's up? (required)

Nails

Artistic self-care practice done every two weeks; incorporating seasonal themes, mixing colors, layering materials



Mediums

Gel painted

Hard gel formed

Shaping with files and nail drill

James Schilling's Website

video walkthrough linked

Brief
The Night Sky
Open & Easy Navigation

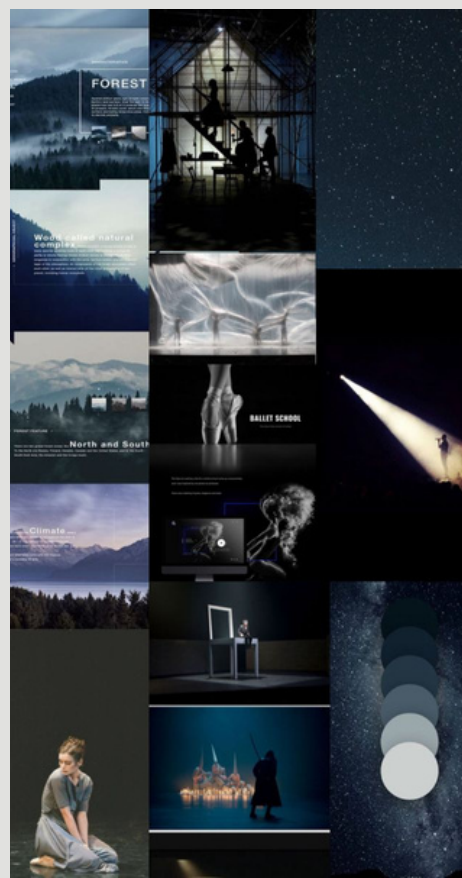
Process
Collages of inspiration

Client call - explored current site issues, work desires, and audience

Mapped/planned in Google Sheets, created in ShowIt

Adapted for mobile

collage from start of process



STAGE GALLERY

- HOME
- GALLERY
- ON-CAMERA
- RESUME

LUCADORAI!
SEATTLE CHILDREN'S THEATRE
FEB-MAR 2024



HENRY V BAR(D)
SEATTLE SHAKESPEARE COMPANY
FEB 2024

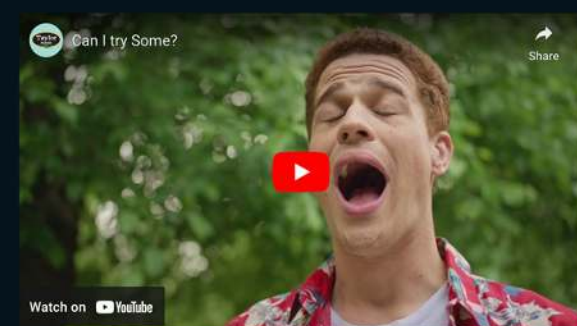


MEASURE FOR MEASURE
FREEHOLD ENGAGED THEATRE
OCT 2023



ON-CAMERA WORK

- HOME
- GALLERY
- ON-CAMERA
- RESUME



TAYLOR FARMS

CAN I TRY SOME?
2023

CARHARTT

INTRODUCING
CARHARTT
REWORKED
2023



OVERLAKE MEDICAL CENTER

SLOW HYPE
2023

LET'S WORK TOGETHER

Your Full Name

Email Address

Subject

Send info

FOR ON-CAMERA ACTING
James is represented by The Actor's Group.
Inquiries can be made to Erin Fetridge.
erin@theactorsgroup.com

INQUIRIES ABOUT STAGE ACTING
OR TEACHING?
Please use the contact form.



ACTING RESUME

- HOME
- GALLERY
- ON-CAMERA
- RESUME

PLAYS

- Lucadorai! / Seattle Children's Theatre / Feb-Mar 2024
- Henry V Bar(D) / Seattle Shakespeare Company / Feb 2024
- Measure for Measure / Freehold Engaged Theatre / Oct 2023
- ...

MUSICALS

- ...

ON-CAMERA

- ...

TRAINING

- ...

SPECIAL SKILLS

- ...

LET'S WORK TOGETHER

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OR TEACHING?
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Subject

Send info



The Coffee Collection

Brief
Needlepoint canvas collection

Limited color palette, reducing the number of yarn purchases required to complete it

Cohesive collection to encourage bundled purchasing

Process
Explored needlepoint software

Explored ideas for a set that reflects a personal interest as well as a niche market, working with a lifestyle that appreciates taking in the moment and daily rituals

Collected photos for inspiration

Created in a needlepoint software

Played with color palette to refine to blues, greens, and browns



GrowLoveArt.com

Brief

Muralist rebrand

Playful

Showcase the work

Make it easy for people to book a wall

Process

Client call, explored what worked and didn't with previous site

Mapped plan in Google Sheets & ClickUp

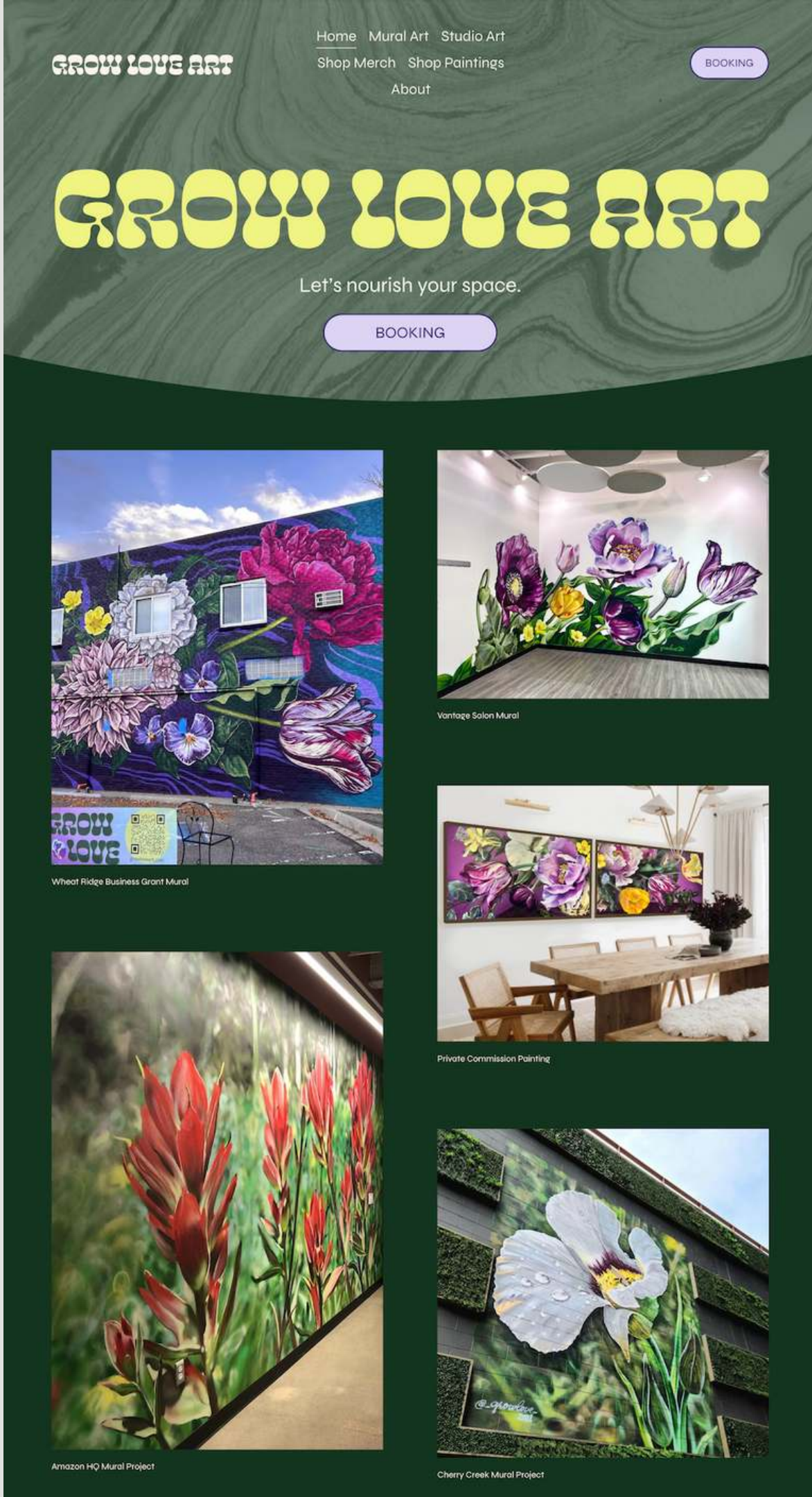
Drafted in Squarespace

Landed on fonts, colors, textures to complement the murals

Created and adapted site with notes from the client, finding the easiest routes to keep it up to date without needing to redo layouts consistently

Adapted for mobile

Continuously updating with new works and copy, recently defining the mural process and service offerings



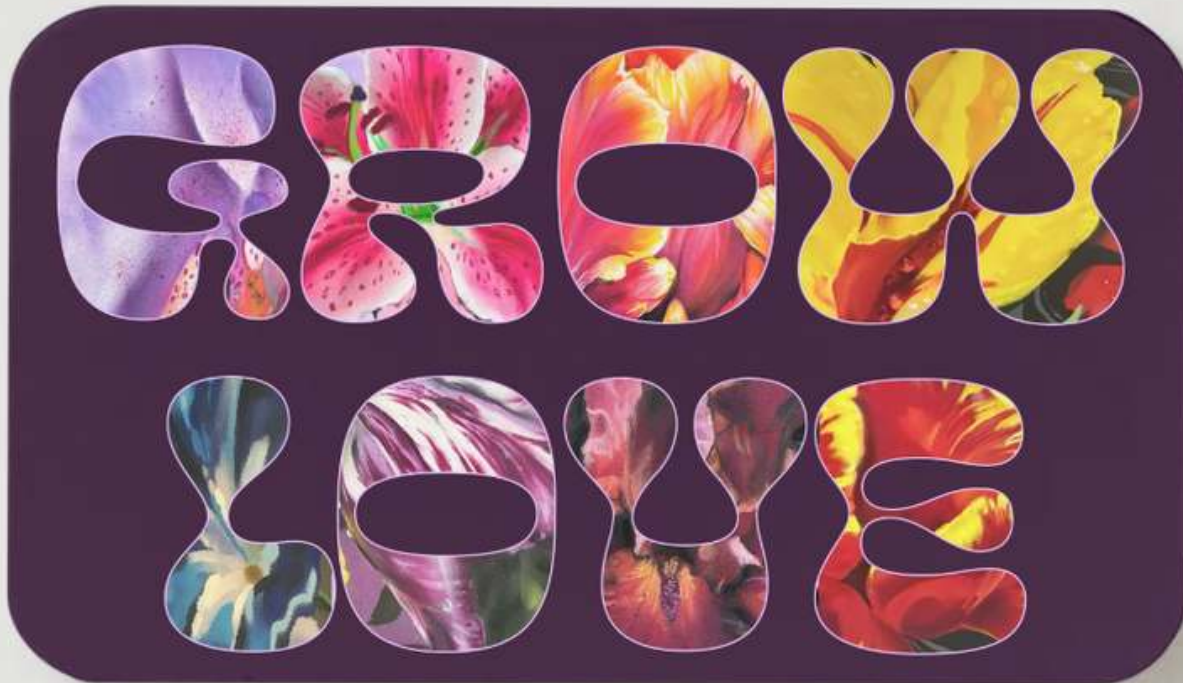
- When you give the nod +
- First Contact +
- The Proposal +
- You Accept +
- Design is Approved +
- Day One of Install +
- Mural is Completed Successfully +

Grow Love's merch & business cards

Brief
Muralist rebrand
New logo
Playful
Showcasing her mural and painting work through the masking of the letters

Mission
Make it easy and enticing for people to purchase merch to add an income stream to her work and fulfill a personal dream

Using the design, develop merch in many forms, from bucket hats to bomber jackets to stickers



Gin-Hammond.com

Brief

Clean with a touch of green
Professionalism first
Framing towards Dialect Coaching jobs

Process

Collages of inspiration
Client calls, exploring design options
Mapped in Google sheets & Clickup
Created and refined in SquareSpace
Reformatted all resumes to match

Gin Hammond

Home

Fresh Projects

Demos, Reels & Resumes

Contact

Connect

For acting work, email

tim@tctalentagency.com.

For all else, leave a message here

or email gin.hammond@gmail.com.

Name (required)

First Name

Last Name

Email (required)

Message (required)

Send

Gin Hammond

Home

Fresh Projects

Demos, Reels & Resumes

Contact

Resumes & CVs

CV

Dialect & Voice-Over
Directing

Acting

Public Speaking

Directing

Teaching



Artist Statement

Performing Arts

I am a theater artist who has developed a love for the marriage of technology and story-telling; and real stories, about real people, and their real courage, are the hallmarks of my work. Stories about people who, despite the terror in their own hearts, believed in asserting the fullness of their own humanity, and believed that they were a part of something bigger than themselves.

Examples of the kinds of stories I tell include the award-winning *The Westerbork Serenade*, which I directed and adapted for immersive theater as well as VR; *Subprime!* inside the Heart of the Mortgage Meltdown, which I directed and which was based on the experiences of someone who worked inside the predatory subprime mortgage industry; and *Returning the Bones*, based on 10 years of interviews with my Aunt Bebe about her involvement in the Civil Rights Movement, and which will had a month-long run at Book-It Repertory Theater in Seattle in March 2019. All of these are multicharacter solo shows -- a format which I believe exposes the potential we all have to be very different people from who we assume we are.

It is particularly important to me to create work which honors the uniqueness and intelligence of each individual. As the director of *Dump Site*, a macabre immersive theater piece staged in a 4,000 square foot warehouse, we used over 1,000 props. It was crucial that each prop support the story in some way, and that the requisite maximum audience of 14 had time to interact with the items they discovered, so they could come to their own conclusions about who the characters were and why they did what they did. The goal was for each audience member to experience the story on two levels: their own, and the one shared by the group.

In the midst of all this, I have also been expanding my skills in the world of voice-over and other more technical genres. Through video game work, (both performance and direction), I developed an interest in VR and motion capture. After taking a Unity software workshop with SIXR and participating in a hackathon, I became hooked. Through this community, I became acquainted with the Academy Award winning MoCap Now motion capture studio, who asked me to help them develop a motion capture workshop. That in turn relates to an upcoming project in August directing an immersive theater piece using a new form of volumetric video. I am also developing a visual novel version of *The Westerbork Serenade*.

What excites me now is the possibility of bringing these worlds together, so that a wider audience can experience these stories, on their terms, and in a more intimate way; stories which test the boundaries of who we think we are, and what we each think we are each capable of.

Save a PDF

Voice-Over

Gin Hammond's profound understanding of the art of voice-over is exemplified by her work at All Things Voice, where she has directed and produced over 60 voice-over reels. Her approach is collaborative and adaptable, as she works closely with her clients to create exceptional performances that bring stories to life.

All Things Voice Coaching



Commercial

Commercial Reel

Video Games

Video Game Reel

Video Games & Animation

Video Game & Animation Reel

Audiobook Excerpt: I am the Vorpal Blade

Audiobook Excerpt: Am the Vorpal Blade Chapter 2

Audiobook Excerpt: Returning the Bones

Returning the Bones Chapter 34

Audiobook Excerpt: The New Moon's Arms

New Moon's Arms

Audiobook Excerpt: I Married

Gin Hammond

Home

Fresh Projects

Demos, Reels & Resumes

Contact

Home

Demos, Reels & Resumes

Fresh Projects

Contact

Gin Hammond
actor, author, director,
dialect specialist

Exemplary Voice Teacher

+

Distinguished Voiceover Expertise

+

Innovative Performances

+

collage from start of process



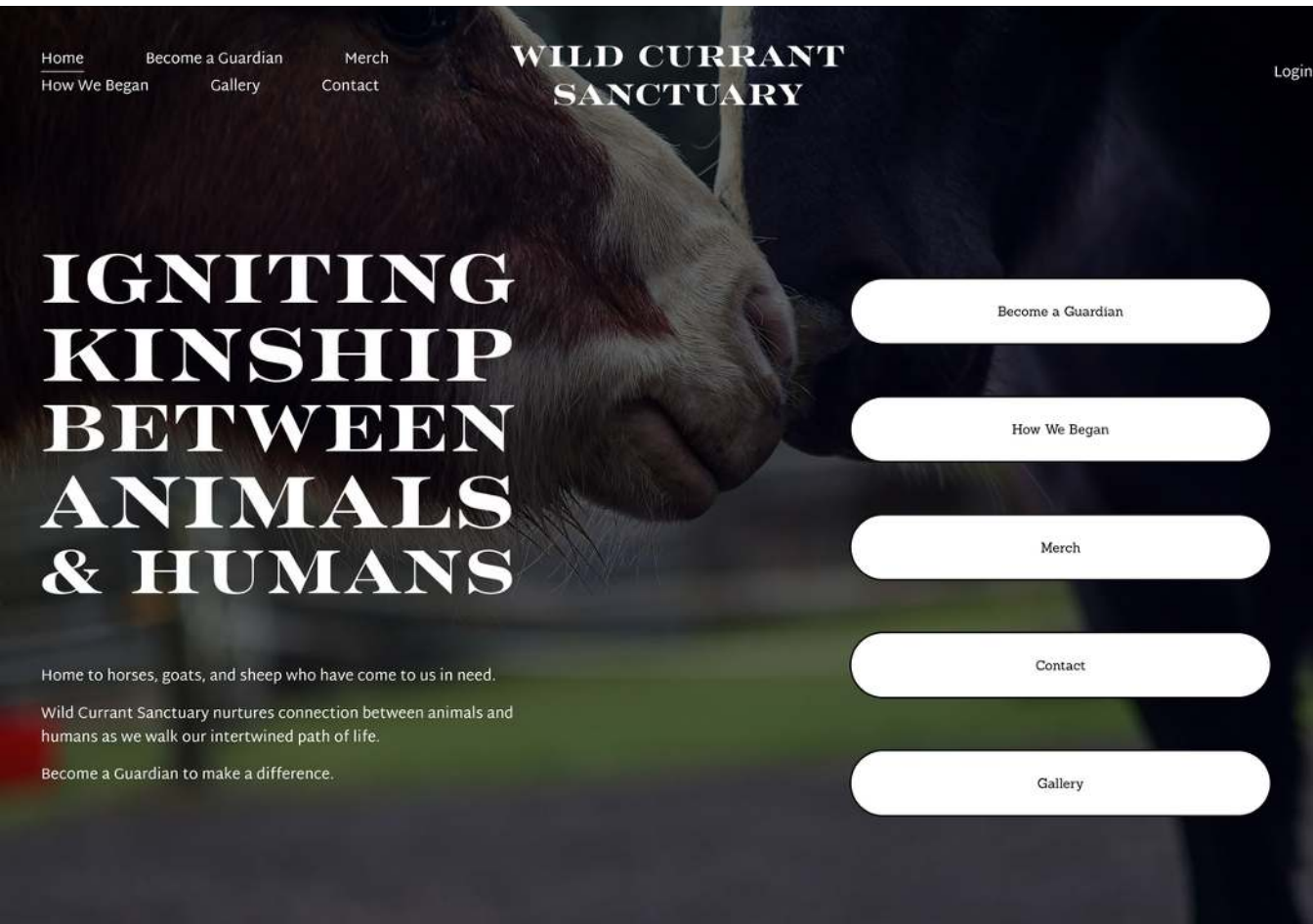
WildCurrantSanctuary.org

Brief

Clean website & brand for an animal sanctuary

Create an easy way for them to receive donations and highlight the animals' stories

Farm-ish, country-ish design without being cliché

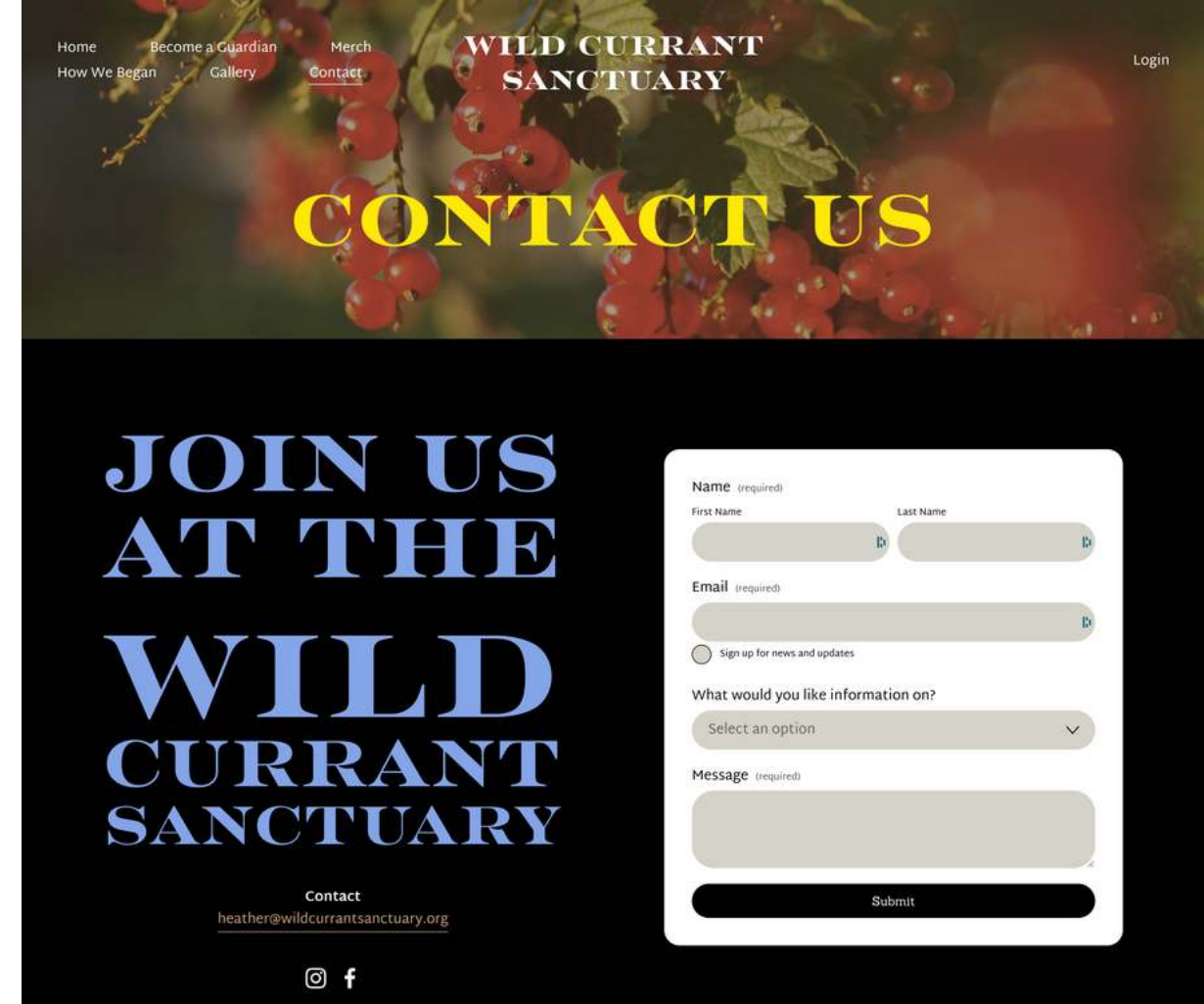
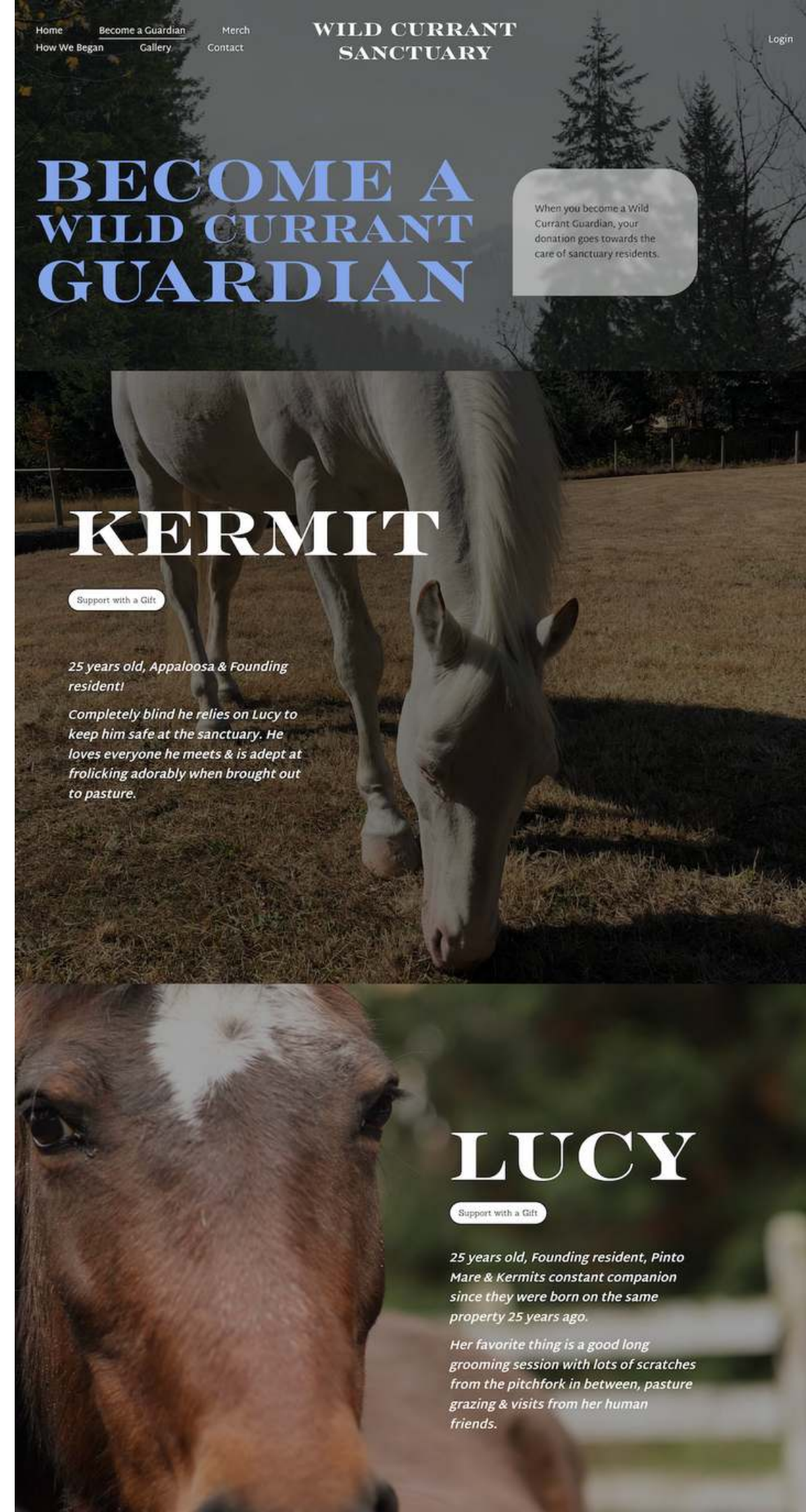


WILD CURRANT SANCTUARY

heather@wildcurrantsanctuary.org
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PAGES
Home
How We Began
Become a Guardian
Gallery
Merch
Contact



Process

Collages of inspiration

Gathered photos as the main backgrounds

Mapped it out on Google Sheets

Drafted on SquareSpace, 2 large revisions to land on the current design and colors

Worked with integrations for easy donations



collage from start of process

Cornish College of the Arts

2020 Theatre Original Works

Magna Cum Laude

Process:
Created characters based on
scripts, music, movement,
and creative assignments

Developed physical technique
skills to be able to embody
characters from head to toe



Character acting
Production of *A
Beautiful Day in
November on the
Banks of the Greatest
of the Great Lakes*

Husband



Door-Stop

Character design
Clown class



The PrincAss

Character design
Burlesque class



thank you