

# SOCIAL SIDEKICK MEDIA, BRANDING & PR

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MEDIA KIT 2020

# ABOUT SOCIAL SIDEKICK

**Social Sidekick® Media, Branding & Public Relations is a boutique social marketing agency founded on ambitious goals and a passionate spirit.**

Founders Cassie Galasetti and Theresa Pittius have combined years of experience in entertainment, marketing, advertising, publishing, media and public relations to create one powerhouse agency, servicing clients in both PR and social media stretching from the Jersey Shore to Philadelphia to Manhattan. We position your business in the best way possible to ultimately add to the overall success of your brand.

Whether a restaurant, fitness studio or a bustling town, we provide assistance in launching your company on social media platforms, help manage existing accounts with unique, eye-catching campaigns, and land press placements in local and national media outlets. We do this with strategic, inventive and measurable results to bring you to the next level of your industry.

Social Sidekick® has recently been recognized by Public Relations industry sourcebook PRCouture.com who stated: "This agency is certainly one to watch!" So how are we different from other agencies? Social Sidekick® gets local businesses the exposure big brands would die for. Cassie and Theresa are the perfect tag team who become an extension of your business. Not only do we care about your brand but we make it our own. All of our services are done in-house as we hit the streets and neighborhood gathering assets for social media, meeting with business owners and patrons to learn the real story behind their brand and turning it into a story for the press. Essentially - we are your one stop shop for media, branding and public relations.

***"This agency is certainly one to watch!"***



## MEET THE SIDEKICKS

### CASSIE GALASSETTI, CO-FOUNDER

Cassie has over fifteen years of experience in the entertainment and media fields in New York, New Jersey and Los Angeles. Beginning with coordinating and assistant positions with Townsquare Media at 94.3 The Point & 105.7 The Hawk radio stations. Cassie made her way to FUSE TV and then the Asbury Park Press/Gannett Co., Inc. Following that she led art direction and video production for several Los Angeles based companies, working primarily with up and coming indie artists.

Returning to the East Coast, Cassie resided in Manhattan where she entered an exclusive position in the Media Department at Hunter Public Relations, securing media coverage for her clients on The Today Show, Good Morning America, On-Air with Ryan Seacrest, USA Today, The Weather Channel, The Martha Stewart Show and more. Cassie was recently named a "PR Boss to Watch" by one of the top recognized Public Relations industry sourcebooks, PRcouture.com. She was quoted as a Media Industry Leader by premiere insider media expert website, MediaBistro.com. Cassie has secured close to 1,000 press placements for Social Sidekick® clients, including The New York Times, Star Ledger, SheKnows.com, The Today Show, ABC News, Asbury Park Press, Fox News, NBC 4, Playbill, WBGO Radio, just to name a few.

She currently writes for Industry Magazine and the Two River Times, along with various clients' blogs. Her most recent stories include fall themed travel trips and a restaurant opening.

Cassie is a graduate of Monmouth University and a member of New York Women in Communications, Alliance for Women in Media, Public Relations Society of America and the New Jersey Theatre Alliance.



*Named "PR Boss to Watch"*



## MEET THE SIDEKICKS

### THERESA PITTIUS, CO-FOUNDER

Theresa has been an entrepreneur and branding specialist in the New York Metropolitan area since 2003. Her unique professional background in entertainment and nightlife led to the branding of her first business, working closely with notable casino, bar & restaurant owners from New York City to Las Vegas to the Jersey Shore. Known for paying close attention to detail while anticipating challenges and providing innovative solutions,

Theresa's clients have been seen in print and press, film and television. Her ability to treat her clients' brands as her own has been praised by business owners on the regular. She has been known to focus on the essential details required to establish a presence, build a brand and dominate as an industry leader. In less than a year, Theresa has managed to acquire close to half a million followers for her clients' social media accounts through local and national targeting initiatives. Her food and drink clients have been exposed to millions through accounts like Food Network, FoodieDIY, Eat This! Not That, and popular food bloggers across the country. She was recently recognized and quoted in Forbes® for her video marketing consulting achievements in social media and is frequently a Guest Speaker for Social Media Summits and Video Marketing Tech Meet-Ups in NYC. Theresa is a graduate of The American Musical and Dramatic Academy NYC, Co-Founder/Executive Director of "The Prep" Professional Performance Prep, Owner/Executive Producer of the Bar-Top Bandits™ and Marketing Consultant for Animoto.com. Theresa is the former Director of Media Marketing for Red Hot Magazine® in Red Bank, New Jersey.



# OUR SERVICES

## SOCIAL MEDIA/VIDEO

At Social Sidekick we are known for our social media marketing. From fresh and innovative content ideas to high quality photos, we pride ourselves in making sure each post that goes out on social media is eye-catching and makes the follower want to learn more. We also create fast-paced and exciting videos for various campaigns, retail sales, new products and more.

## PUBLIC RELATIONS

Whether you want local or national press, we have relationships with television and radio stations, magazines, newspapers and podcasts to help spotlight you and your business through interviews and segments to audiences and potential customers. From the TODAY Show to the Asbury Park Press, we have landed hundreds of press spots for our clients.

## WEBSITE DESIGN

Have an old, outdated website? No website at all? No problem! We create modern websites for every type of industry. Want to sell products on your site? Add galleries of photos? We can create a website that effectively showcases your business.

## GRAPHIC DESIGN

Marketing collateral is an important part to many businesses, but the look of them really makes a difference. We design advertisements, posters, media kits, brochures, post cards and more to fit your branding and overall message.

## BRANDING

Many businesses make the mistake of overlooking branding efforts because they think of themselves as a business and not a brand. But branding is important for businesses of all sizes because it increases their value, gives employees direction and motivation, and makes acquiring new customers easier. We can re-brand your business or start from scratch to make your version a tangible reality.

## CONSULTING

Don't need us on a full-time basis, but could still use some direction and suggestions? We can consult on any of the above services to meet your needs.

# PORTFOLIO

## SOCIAL MEDIA/VIDEO





Click video above or view at: <https://youtu.be/5vTLMeZAlkc>



Click video above or view at: <https://www.youtube.com/watch?v=oC1CfSCLx28>

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# PORTFOLIO

## EVENT COVERAGE



Click video above or view at: <https://www.youtube.com/watch?v=Tc0JHleqXqA>

# PORTFOLIO

## PUBLIC RELATIONS

### The New York Times

#### Two Brothers, Both August Wilson Stalwarts, Play the Same Role on Opposite Coasts

By MICHAEL PAULSON

The work of [August Wilson](#) has for years sustained Brandon and Jason Dirden, actor brothers who have found themselves turning again and again to his plays for meaning and inspiration. Now, for the first time, the two are playing the same role, at the same time, on opposite coasts: Levee, the angrily ambitious trumpeter in one of Wilson's best-known plays, "Ma Rainey's Black Bottom."

Brandon is playing the role in a production directed by Ruben Santiago-Hudson at [Two River Theater](#) in Red Bank, N.J., through Sunday; Jason is in a production directed by Phylicia Rashad at [Center Theater Group](#) in Los Angeles through Oct. 16. (They have performed together before, in "Topdog/Underdog," and have both portrayed Lyons in Wilson's "Fences," though not at the same time.)

Each Dirden brother was 11 when he first encountered Wilson's work, Brandon as a performer, and Jason as an audience member.

Those experiences have transformed the careers of both actors, who have spent decades immersed in the world Wilson constructed in his treasured Century Cycle, a set of 10 plays illuminating the African-American experience.

Each brother aspires to complete the entire cycle. Both are already well on their way: Brandon, now 38 and recently known for television roles in "The Americans" and "The Get Down," has acted in four plays in the series and directed one; Jason, 36, and seen on television in "Greenleaf," has acted in four and did staged readings of two others.

The two spoke in a joint telephone interview about their relationship with Wilson and with each other. Here are edited excerpts from the conversation.



### HUFFPOST

#### The Ultimate Gift Guide for a Video Lover

If you're a business owner like me, you've probably heard about video being one the most important tactics in marketing. Why? Because consumers love to watch videos. So, whether you're in business or just love creating videos with friends and family, this gift guide is for you.

#### Animoto



ANIMOTO.COM

Christina Nicholson, Contributor

Animoto makes HD movies from your photos and video clips set to the soundtrack of your choice with a few clicks of the mouse. It doesn't get more unique or personalized than this. For loved ones who are far away there is one-click sharing via email or social media.

A one month subscription of Animoto starts at \$16.

Full gift guide at: [https://www.huffingtonpost.com/entry/the-ultimate-gift-guide-for-a-video-lover\\_us\\_5a14c935e4b009b331ad75ad](https://www.huffingtonpost.com/entry/the-ultimate-gift-guide-for-a-video-lover_us_5a14c935e4b009b331ad75ad)

### The Star-Ledger

### REFINERY29

### GUEST of a GUEST

### BUSINESS INSIDER

### 94.3 THE POINT

THE JERSEY SHORE'S HIT MUSIC CHANNEL

### ASBURY PARK PRESS

### TriCityNews

### billboard

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# THANK YOU!

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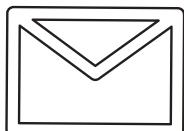
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# CONNECT WITH US



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**SOCIAL SIDEKICK MEDIA,  
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