

Cassidy Torrey

Executive Producer | Business Development Executive | Revenue Growth Strategist | Strategic Partnerships Leader

Contact Information

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Executive Profile

Accomplished Executive Producer, Business Development Executive, and Sales Leader with more than 15 years of experience driving revenue growth, producing high-impact media projects, building strategic partnerships, and leading business expansion initiatives across entertainment, healthcare, corporate, nonprofit, and live-event sectors. Founder and Executive Producer of Manifest Your Media, responsible for generating more than \$6 million in cumulative revenue while delivering over 1,000 successful productions and campaigns.

Career Highlights

- \$6M+ Revenue Generated
- 1,000+ Projects Delivered
- 15+ Years Experience
- Executive Producer of Party Bus (Amazon Prime Video)
- Executive Producer of Slime Wars (Tubi)
- TEDxASU Producer & Strategic Advisor

Professional Experience

Manifest Your Media – Founder & Executive Producer (2018–Present)

Generated more than \$6 million in cumulative revenue through production, marketing, sponsorship, consulting, and business development initiatives. Produced and delivered over 1,000 media projects and campaigns while leading sales, operations, budgeting, staffing, and client relations.

TEDxASU – Producer & Strategic Advisor (2026)

Provided executive production leadership, sponsorship development, operational planning, and strategic advisory services.

American Film Convention – Sales Director (2024)

Led sponsorship sales, strategic partnerships, and business development initiatives.

Notable Productions

Party Bus – Executive Producer (Amazon Prime Video)
Slime Wars – Executive Producer (Tubi)

TEDxASU – Producer & Strategic Advisor
National Healthcare Marketing Campaigns – Producer

AI, Marketing & Business Technology

ChatGPT, Claude, Gemini, Perplexity, Opus Clip, Descript, CapCut AI, Luma AI, Seedance, ElevenLabs, Runway, Midjourney, HeyGen, Synthesia.
AI Workflow Design, Business Process Automation, CRM Automation, Lead Generation Systems, Sales Funnel Architecture, Meta Ads, Google Ads, LinkedIn Ads, Marketing Automation.

Education

Bachelor of Science – Digital Film Production (2016)

References

Executive, client, production, and business references available upon request.