

Anthony Cassella | Design & Technology Enthusiast

Kingman, Arizona

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Business owner and operations-focused digital professional with experience in facilities, events, and small-business technology support. Detail-oriented and adaptable professional with experience spanning facilities management, event production, and small-business operations.

Experience

Digital & Business Ownership

Digital Allies (Code Unicorn LLC)

Remote

Small Business Owner

Feb 2022 – Present

Established and grew a digital services business supporting entrepreneurs and local organizations.

- Defined and communicated company mission, values, and positioning.
- Designed and built responsive websites incorporating accessibility standards (WCAG compliance).
- Developed knowledge base and AI-powered chatbot systems for customer support.
- Created brand guidelines, UX/UI standards, and design documentation.
- Managed GitHub Pages hosting, CMS implementation, and technical deployment.

Self-Employed

Freelance Consultant

Remote

Dec 2024 – Present

Providing specialized facilities, operations consulting, and digital services to select clients. Leveraging deep experience in event production and facilities management alongside modern technology support.

Facilities Management

Mohave Community College

Kingman, AZ

Facilities Manager

Jan 2024 – Dec 2024

Managed daily facilities operations for 130+ acre campus serving 3,000+ students.

- Conducted daily facility inspections and coordinated maintenance schedules.
- Managed vendor contracts and procurement processes.
- Ensured compliance with building codes and safety standards.
- Coordinated campus events and facility space allocation.

Another Planet Entertainment

Oakland, CA

Facilities Manager, Fox Theater Oakland

Feb 2016 – Feb 2022

Managed daily operations of 1,900-capacity historic venue hosting 200+ events annually.

- Managed vendor contracts and conducted rigorous safety inspections.
- Implemented technological advancements including HVAC systems and security upgrades.
- Managed vendor and staff parking logistics with limited space.
- Supervised facilities team during all events and coordinated with production teams.

Event Production & Coordination

Bonnaroo Music and Arts Festival

Manchester, TN

Planet Roo Organizational Coordinator

Mar 2013 – June 2016

Coordinated all non-profit and community programming for the festival's social impact program (80,000+ attendees).

- Developed application process for new and returning non-profit organizations.
- Coordinated operations including Post Office, Coffee Shop, and Academy programming.
- Selected and managed 50+ staff members assisting in overall operations.

All Good Music and Arts Festival <i>Meals Management Department Head</i> Directed meals and catering operations for 5,000+ staff, artists, and vendors. Managed database systems and team of 15+.	Various Locations <i>July 2011 – July 2013</i>
Outside Lands Music Festival <i>RFID Catering Manager</i> Managed RFID-based catering system and vendor operations for 600,000-person music festival.	San Francisco, CA <i>Aug 2014 – Aug 2015</i>
American Steel Studios <i>Events Manager</i> Managed day-of event operations for 10,000+ capacity venue.	Oakland, CA <i>July 2015 – Dec 2015</i>

Festival & Entertainment Operations	
Bonnaroo Music and Arts Festival <i>Front of House Manager</i> Managed front-of-house operations, secured equipment rentals, and designed site layouts.	Manchester, TN <i>June 2006 – Aug 2009</i>
Bonnaroo Music and Arts Festival <i>Artist Transportation Manager</i> Coordinated on-site artist transportation and gear logistics.	Manchester, TN <i>June 2007 – June 2012</i>
Bonnaroo Music and Arts Festival <i>POD Art Assistant</i> Supported management for artist groups' art installations and projects.	Manchester, TN <i>June 2010 – June 2012</i>

Education

University of California, Berkeley <i>Certificate Program in Facilities Management</i>	Berkeley, CA <i>2018 – 2020</i>
Pellissippi State Community College <i>Liberal Arts, Sustainability Studies</i>	Knoxville, TN <i>2008 – 2013</i>

Skills

Operations: Facilities Mgmt, Event Production, Vendor Management, Logistics, Site Operations, Safety & Compliance

Digital: Web Design, UX/UI Design, HTML/CSS/JS, Accessibility (WCAG), GitHub, AI Integration, Project Mgmt