



SEAN HESLEP

SOCIAL MEDIA MANAGER &
CONTENT CREATOR

PROFILE

With 15 years as a professional actor, over a decade in the restaurant industry, and a background in stand-up comedy, I bring a distinctive and versatile skill set to content creation. My acting experience sharpens my storytelling and performance skills, allowing me to create compelling narratives that captivate audiences. My deep knowledge of the restaurant business gives me an insider's perspective on food, beverage, and hospitality, which I use to craft authentic and visually appealing content. Adding my stand-up comedy background, I infuse humor and wit into my work, making it both engaging and relatable, ensuring that each piece of content is both entertaining and impactful.

CONTACT

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EXPERIENCE

ELLA'S FOLK ART CAFE SOCIAL MEDIA MANAGER

2020-2024

- Designed & curated a comprehensive Social Media strategy that resulted in over a 500% organic increase in follower growth upon my tenor
- Created engaging content, post, graphics, and videos across three social media channels for one of Tampa's most popular restaurants
- Managed weekly live streaming performances varying from Bands, Stand-Up Comics, Poets, Drag Shows, etc..
- Monitor & analyzed performance of social media campaigns and utilize data to improve effectiveness

Rene's Mexican Kitchen

Created a multi-platform series of videos for Rene's Mexican Independence Day Dinner, where I highlighted the prestigious Mexican chef's culinary creations while preserving the authentic atmosphere of the event. By focusing on the vibrant, flavorful dishes and the rich cultural elements of the celebration, I was able to create visually compelling content that showcased the chef's artistry while maintaining the genuine spirit of Mexican Independence Day.

The Grill at Morris Bridge

Tasked with capturing the atmosphere of the opening night for The Grill at Morris Bridge, an upscale steakhouse and wine bar. Through carefully curated shots, I highlighted the sophisticated ambiance, elegant decor, and the refined presentation of their premium dishes and wine selection. My content showcased the excitement of the event, from the vibrant energy of the guests to the meticulous service, capturing the upscale dining experience and establishing the restaurant's luxurious brand presence.

Dumbwaiter's: Come The Freak On, St. Pete

I was hired to memorialize the Dumbwaiter's final show at the historic St. Petersburg Shuffleboard Club, a significant event filled with energy and emotion. My goal was to authentically document the atmosphere of the night, capturing not only the band's powerful performance but also the crowd's excitement and connection. Through a combination of candid moments and dynamic shots, I was able to showcase the vibrant energy of the event, preserving the legacy of this memorable final performance.

ACTOR

2009-PRESENT

My acting career has provided me with a unique skill set that seamlessly translates into content creation. Having worked in front of the camera for numerous major brand campaigns, I've gained an in-depth understanding of what makes compelling, engaging content. This experience has sharpened my eye for storytelling, pacing, and audience connection, all of which I now apply behind the camera. I understand how to direct talent, capture authentic moments, and create visually striking content that resonates with viewers, giving me a well-rounded approach to producing branded content that is both creative and impactful.

EDUCATION

BACHELOR OF SCIENCE IN EDUCATION

UNIVERSITY OF SOUTH FLORIDA

2012

KEY SKILLS AND CHARACTERISTICS

- Extensive knowledge of Adobe Creative Suite
- Content Creation
- Audience Engagement
- Social Media Strategy
- Ability to use humor as strategic tactic