



Paul Cassarly

Entrepreneur, Marine Corps veteran and trumpet player

Contact

- 📍 Devon, Pennsylvania
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Skills

- ✓ Business ownership and leadership
- ✓ Digital marketing and SEO
- ✓ Web design and development
- ✓ AI agents and automation
- ✓ Video and audio production
- ✓ Graphic design and branding
- ✓ Government contracting
- ✓ Trumpet, modern and natural
- ✓ Brass instrument making

Honors

- 🏆 All-Star Trumpet Ensemble, International Trumpet Guild Conference (2009)
- 🏆 PMEA State Orchestra, three consecutive years
- 🏆 Elementary Soloist Award, Altoona Elementary Jazz Band (2004)

Summary

U.S. Marine Corps veteran and founder of Cassus Media, a veteran-owned digital marketing company serving small businesses, nonprofits, schools and government since 2017. I combine hands-on marketing, web and media work with a team of AI agents to deliver big-agency results at small-business prices. Lifelong trumpet player, Berklee College of Music graduate and apprentice-trained instrument maker.

Business Experience

Founder and CEO

2017 to Present

Cassus Media LLC, Pennsylvania

- Founded and grew a veteran-owned digital marketing company offering websites, SEO, social media, video production, graphic design and the 360° Marketing Program.
- Lead a team of employees, contractors and custom-built AI agents that handle research, writing, design and operations.
- Built in-house software products, including Cassus Brain, Cassus CRM, CassusQR, Cassus Grantwriter and the Cassus Vibe WordPress plugin.
- Serve federal, state and local government clients through Cassus Gov.

Founder

2026 to Present

Cassus Customer Service

- Launching done-for-you AI customer service agents that answer small business customers 24/7 across chat, email and social.

Apprentice Instrument Maker

2019 to Present

Maller Brass, under David Maller

- Learned to build natural (baroque) trumpets entirely by hand. Built my own B-flat and C trumpets.

Military Service

Bugler, U.S. Marine Corps

2013 to 2015

"The Commandant's Own" U.S. Marine Drum & Bugle Corps, Marine Barracks 8th & I, Washington, D.C.

- Selected by audition. Completed recruit training at Parris Island, SC and Marine Combat Training at Camp Geiger, NC.
- Performed in parades, ceremonies and touring performances as a member of the Drum & Bugle Corps.

Education

Bachelor's Degree, Music Production

2019

Berklee College of Music, focus in business and marketing

Music Education and Music Composition

2011 to 2013

The Pennsylvania State University, School of Music

Private Trumpet Study

2026 to Present

Dr. Jean-Christophe Dobrzewski, West Chester University

Music

Performer and Producer

2001 to Present

- LoFi Trumpet Guy: original LoFi and ambient music on YouTube and SoundCloud, live streams and live sets, including Blues & Boogie Bar in Nashville, TN.
- Civil War era bands on original period instruments: 46th Pennsylvania Regiment Band, Fort Delaware Cornet Band, 28th Division Band and Federal City Brass Band.
- Competitor in two baroque trumpet competitions hosted by the Historic Brass Society.