

Cassie Pauley

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Experience

Associate Creative Director, Copy

Expedia

Los Angeles, CA 07/2024 - Current

- Leads copy direction and storytelling across Expedia's social media platforms, ensuring brand consistency and cultural relevance
- Concepts, scripts, films and edits original travel content for social, humanizing travel and making it more attainable
- Develops social tone of voice guidelines and foundational messaging documents for brand Expedia
- Presents strategic creative work to senior leadership, distilling complex concepts into clear, visionary storytelling that ladders up to Expedia's larger brand goals
- Partners with brands such as Disney, Universal, Marriott, Hyatt and more to develop social specific approaches for larger campaigns
- Created 100+ original, social-first content across Instagram, TikTok, Threads, X and Facebook
- Concepted and led a paid social brand campaign from end to end - pitching the idea, storyboarding the narrative, securing creator partnerships, directing content production and editing final assets for cross-platform distribution

Senior Copywriter, Creative X

Meta

Los Angeles, CA 05/2022 - 07/2024

- Ideated and conceptually launched Instagram's 2022 Recap experience, resulting in 1.87M Reels created, garnering 182M+ views, exceeding all topline company goals
- Wrote and delivered narrated talent scripts for Bad Bunny, DJ Khaled and P-Lo within Instagram's 2022 Recap experience that gained press notice in Adweek, Hypebeast and more
- Acts as a lead for Instagram's Tone of Voice Office Hours biweekly, bringing material through a pipeline of reviews across functions
- Crafts in-product copy for experiences and global storytelling campaigns, partnering with Art Directors, Product Designers and other creative teammates to deliver writing within Content Design standards for user interfaces for Instagram, Facebook and WhatsApp
- Partners closely with Marketing XFN partners to respond to open-ended creative briefs and provide effective solutions to reach business goals, working from start to finish on 360 creative campaigns

Brand Narrative Manager

Nike

Los Angeles, CA 04/2021 - 05/2022

- Spearheaded the narrative launch of Nike Dance, ensuring cohesive message of tone and voice throughout global markets
- Partnered with brand marketing counterparts to craft the strategic vision for a project, season, or annual effort, and distills that further to a sharp creative strategy
- Acted as a creative consultant for Nike Women and Nike Sportswear social, writing social copy and briefing creative content needs.
- Developed campaign manifestos, playbooks, and guidelines to deliver to geos for global executions for Nike Dance, AF1 and Air Max
- Worked with creative studio and marketing partners to ensure effective pre-production, storyboarding, briefing in an audio designer, on-the-ground at the recording studio leading the narrative interviews, script-writing, editing feedback, and delivering final files to geos around the world to subtitle in 10+ languages for Nike Air Max campaigns

Social Media & Influencer Marketing Strategist

Columbia Sportswear

Portland, OR 08/2020 - 03/2021

- Managed content calendars, social strategy, and influencer marketing efforts, raising social engagement by 9.5% within 6 months
- Developed and executed specific Columbia Sportswear tone of voice and messaging playbooks, including launching a net-new emoji strategy for the brand
- Partnered with Digital, Email, Marketing and Partnerships teams to create an effective and cohesive editorial calendar

Assistant Manager: Digital Publishing

adidas

Portland, OR 02/2019 - 08/2020

- Managed @adidaswomen @adidasrunning Facebook and Instagram, as well as @adidas global brand Pinterest, ensuring cohesive social strategy across all platforms
- Partnered with Brand Marketing/Communications and Digital Marketing teams to create effective editorial calendar

Education

Bachelor of Arts

George Fox University

Newberg, OR, USA 08/2012 - 05/2016

- Major in Business Marketing