

Cassie Pauley

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Experience

Associate Creative Director, Copy	Expedia	Los Angeles, CA 07/2024 - Current
<ul style="list-style-type: none">Leads big idea development and creative direction for integrated brand campaigns, turning travel insights into culturally relevant storytelling across social, partnerships, and paid mediaWrites and directs social-first brand storytelling designed to entertain and sell, driving +20-30% reach growth and 3%+ organic engagement benchmarksBuilds foundational brand voice systems that give campaigns a distinct, ownable tone across social, film, partnerships, and paid mediaLeads cross-disciplinary teams and agency partners to bring campaign ideas to life at a high creative cadence (30-40 original social assets per month)Integrates AI-powered creative tools into conceiving and scripting workflows to explore and pitch ideas, expand production possibilitiesPresents creative work to senior leadership and cross-functional partners, articulating strategic intent and elevating creative standardsCollaborates with global partners including Disney, Universal, and Mattel, translating major IP into platform-native creativeProactively identifies cultural and platform trends, turning emerging moments into fast, relevant brand storytelling opportunitiesConcepts and leads paid brand campaigns end-to-end, including narrative development, storyboarding, creator casting, production direction, and final asset delivery		
Copywriter, Creative X	Meta	Los Angeles, CA 05/2022 - 07/2024
<ul style="list-style-type: none">Ideated and led concept and writing for Instagram's 2022 Recap, blending music culture and interactive storytelling into a global brand moment generating 182M+ views and 1.87M user-created ReelsWrote and directed narrated scripts for high-profile talent including Bad Bunny, DJ Khaled, and Taylor Swift, translating cultural relevance into brand storytelling at scaleCrafted storytelling across in-product, social, and global marketing campaigns, adapting voice seamlessly across surfaces and formatsPartnered closely with Art Directors, Product Designers, and Creative leads to craft writing across in-product experiences and global marketing campaignsActed as a lead voice within Instagram's Tone of Voice Office Hours, shaping standards and guiding cross-functional reviewsCollaborated with Marketing, Product, and Brand teams to respond to open-ended creative briefs and deliver integrated campaign solutions from concept through execution		
Brand Narrative Manager	Nike	Los Angeles, CA 04/2021 - 05/2022
<ul style="list-style-type: none">Led global narrative platforms for Nike Dance and Air Max, defining tone, voice and creative direction across multi-market campaignsPartnered with Brand Marketing to translate strategic vision into clear creative platforms, seasonal narratives, and campaign manifestosDirected end-to-end narrative production including scripting, storyboarding, talent interviews, and post-production feedbackCollaborated with global creative studios and regional teams to deliver localized executions across 10+ markets while maintaining brand consistencyServed as a creative consultant for Nike Women and Sportswear, shaping social and campaign copy within broader brand systems		
Social Media & Influencer Marketing Strategist	Columbia Sportswear	Portland, OR 08/2020 - 03/2021
<ul style="list-style-type: none">Developed and executed social and influencer strategies that increased engagement by 9.5% within six monthsCreated brand voice and messaging playbooks to guide consistent storytelling across platformsPartnered cross-functionally with Digital, Email, and Partnerships teams to align editorial and campaign messaging		
Assistant Manager: Digital Publishing	adidas	Portland, OR 02/2019 - 08/2020
<ul style="list-style-type: none">Managed global brand social channels, ensuring cohesive storytelling and creative consistency across platformsCollaborated with Brand Marketing and Communications teams to support campaign launches		

Education

Bachelor of Arts	George Fox University	Newberg, OR, USA 08/2012 - 05/2016
<ul style="list-style-type: none">Major in Business Marketing		