

Cassie Pauley

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Experience

Associate Creative Director, Copy

Expedia

Los Angeles, CA 07/2024 - Current

- Leads big idea development and creative direction for integrated brand campaigns, turning travel insights into culturally relevant storytelling across social, partnerships, and paid media
- Writes and directs social-first brand storytelling designed to entertain and sell, driving +20-30% reach growth and 3%+ organic engagement benchmarks
- Builds foundational brand voice systems that give campaigns a distinct, ownable tone across social, film, partnerships, and paid media
- Leads 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 concepting and scripting workflows to explore and pitch ideas, expand production possibilities
- Presents creative work to senior leadership and cross-functional partners, articulating strategic intent and elevating creative standards
- Collaborates with global partners including Disney, Universal, and Mattel, translating major IP into platform-native creative
- Proactively identifies cultural and platform trends, turning emerging moments into fast, relevant brand storytelling opportunities
- Concepts 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

- 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 Reels
- Wrote and directed narrated scripts for high-profile talent including Bad Bunny, DJ Khaled, and Taylor Swift, translating cultural relevance into brand storytelling at scale
- Crafted storytelling across in-product, social, and global marketing campaigns, adapting voice seamlessly across surfaces and formats
- Partnered closely with Art Directors, Product Designers, and Creative leads to craft writing across in-product experiences and global marketing campaigns
- Acted as a lead voice within Instagram's Tone of Voice Office Hours, shaping standards and guiding cross-functional reviews
- Collaborated 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

- Led global narrative platforms for Nike Dance and Air Max, defining tone, voice and creative direction across multi-market campaigns
- Partnered with Brand Marketing to translate strategic vision into clear creative platforms, seasonal narratives, and campaign manifestos
- Directed end-to-end narrative production including scripting, storyboarding, talent interviews, and post-production feedback
- Collaborated with global creative studios and regional teams to deliver localized executions across 10+ markets while maintaining brand consistency
- Served 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

- Developed and executed social and influencer strategies that increased engagement by 9.5% within six months
- Created brand voice and messaging playbooks to guide consistent storytelling across platforms
- Partnered 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

- Managed global brand social channels, ensuring cohesive storytelling and creative consistency across platforms
- Collaborated with Brand Marketing and Communications teams to support campaign launches

Education

Bachelor of Arts

George Fox University

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

- Major in Business Marketing