

Cassie Pauley

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Experience

In-Product Copywriter, Creative X

Meta

Los Angeles, CA **05/2022 - Current**

- Ideated and launched Instagram's 2022 Recap experience, resulting in 1.87M Reels created, garnering 182M+ views, exceeding all topline company goals with a First Time Reels Producer PR lift of +14.4%
- Wrote and delivered narrated talent scripts for Bad Bunny, DJ Khaled and Piah Ferguson 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
- Led the submission, working with key stakeholders and VP level executives to craft Creative X's In-House Agency of the Year 2022 submission for AdAge
- Crafts in-product copy for experiences and 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

Brand Narrative Manager

Nike

Los Angeles, CA **04/2021 - 05/2022**

- Led 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, Air Force 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

Social Media & PR Manager

Evelyn & Bobbie

Portland, OR **04/2018 - 02/2019**

- Managed all content calendars, influencer marketing, and public relations outreach. Wrote copy for web, email, press releases and social
- Reported directly into the CMO and directly managed the company social media intern

Specialist, Social Media & PR

Algenist

Los Angeles, CA **03/2017 - 08/2017**

- Managed and maintained social media content marketing – daily calendars, campaigns, and partnerships across all channels with the objectives of strengthening engagement and driving traffic

Education

Bachelor of Arts

George Fox University

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

- Major in Business Marketing