

# CASSIE PAULEY

SOCIAL MEDIA STRATEGIST

## PERSONAL PROFILE

I'm innovative, sarcastic, and a bit of a daydreamer. Strong-willed and passionate about the things I care most about. I believe in the power of thinking outside of the box and working hard to achieve amazing results.

## CONTACT INFORMATION

Cell: 530-515-6833  
cassiepauley01@gmail.com  
[cassiepauley.com](http://cassiepauley.com)  
[linkedin.com/in/cassiepauley](https://www.linkedin.com/in/cassiepauley)

## HIGHLIGHTED SKILLS

- Social Media Management
- Creative Copywriting
- Influencer/Microinfluencer Strategy
- Content Creation
- Photoshoot Production
- Paid Social Strategy
- Public Relations
- Social Analytics

## TOOLS I USE

Adobe Creative Cloud  
MS Office  
Sprinklr  
Hootsuite  
Google Analytics  
Cision  
Basecamp  
Sprout Social

## WORK HISTORY

### Social Media & Influencer Marketing Specialist

Columbia Sportswear (Aug 2020 - Present)

- Oversees social strategy and moderation
- Writes all social copy for @columbia1938
- Manages paid and organic content for all channels
- Curates and delivers analytics & performance reports

### Assistant Manager: Digital Publishing

adidas (Feb 2019 - Aug 2020)

- Executed paid and organic social media strategy for adidas Women, adidas Running, and adidas Training
- Managed the day-to-day category social platforms
- Identified, vetted, and seeded key social influencers
- Lead various content capture opportunities

### Social Media & Public Relations Manager

Evelyn & Bobbie (Feb 2018 - Feb 2019)

- Launched the first major (200+) influencer campaign
- Managed paid and organic social across all channels
- Drafted and published press releases, securing placement in NYLON, Brit+Co, New York Times, Fast Company, Forbes

## EDUCATION

### Liberty University

MBA in Marketing, (Expected) Dec 2021

- Maintains a 3.8 GPA while working full-time
- Enrolled in courses such as Consumer Behavior, Marketing Research and International Marketing

### George Fox University

Bachelor of Arts in Marketing, May 2016

- Captained the NCAA DIII Women's Lacrosse Team
- Associated Student Community Leader
- Concert Choir Captain