Cassie Pauley

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Experience

Associate Creative Director, Copy — **Invisible Dynamics** — *Los Angeles, CA* — **03/2026 - Current**

- Leads brand and campaign creative for Athleta, Cole Haan, LOFT, Kate Spade, and Lands' End
- Concepts and executes integrated campaigns alongside AD partners across film, social, digital, and experiential, from brief to delivery
- Defines verbal identities, brand personalities, and tone of voice, building distinctive narratives across channels
- Manages copywriters while remaining hands-on across concepting, writing, and production
- Translates brand strategy and consumer insights into culturally relevant, compelling creative ideas

Associate Creative Director, Copy — **Expedia** — *Los Angeles, CA* — **07/2024 - 03/2026**

- 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
- Integrates AI-powered creative tools into concepting and scripting workflows to explore and pitch ideas, expand production possibilities
- 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
- 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

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