

CASEY CLINE

 BROOKLYN, NY

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 [LINKEDIN](#)

CULINARY EXPERIENCE

- ★ **Assistant Food Stylist Freelance** SEP 2022–PRESENT
- ★ **Postpartum Cook Passion Project** 2021–PRESENT
- ★ **Line Cook** King Restaurant, SoHo NYC MAY–JULY 2021
- ★ **Certificate Course Graduate** Ballymaloe Cookery School, Ireland FEB–APRIL 2021
- ★ **Kitchen Assistant** Ballymaloe Market Kitchen, Ireland JAN 2021

MEDIA + MARKETING EXPERIENCE

★ FREELANCE

Copywriter Subtropic Studios OCT 2025–PRESENT

- Outline and execute upper-funnel, free-form text ads native to the Reddit platform for clients like Amazon, Apple, Colgate, elf, L'Oreal, MAC, Sephora, and T-Mobile

Copywriter BuzzFeed OCT 2019–NOV 2025

- Served as the Lead Writer for co-branded posts for Fortune 500 clients, including Walmart, Hilton, P&G, CVS, Pizza Hut, and Wendy's

Copywriter Grubhub FEB 2023–NOV 2024

- Developed data-driven, whole-funnel content, including multi-channel marketing copy (email, web, social, in-app messaging, SEO) targeting DTC and B2B audiences
- Worked cross-functionally to create a homepage for the Prime Video X Grubhub partnership, including writing, editing, and organizing 70+ creative assets

Copywriter Scary Mommy DEC 2019–DEC 2020

- Curated and developed Snapchat content inspired by popular parenting trends, social chatter, and breaking celebrity news

Miscellaneous Production MSCHF OCT 2019

- Helped construct viral "Jesus Shoes" featured on Late Night With Seth Meyers, [CBS News](#), [FOX News](#), [VICE News](#), and more
- Supported acquisition campaigns by ordering pizzas and sending Venmo payments to build the company's distribution list one by one

★ BUZZFEED

Executive Creative Manager, Branded Content JUN 2018–JAN 2019

- Collaborated with executive leadership, worked with Recruiting to hire and onboard talent, creative directed, presented to clients, streamlined workflow processes, and maintained team morale through multiple reorgs and layoffs
- Supervised and mentored a team of 15 employees, including performing periodic one-on-one evaluations and designing individual career paths
- Together with Sales and Client Services, won new business spanning multiple industries using innovative creative strategy and data-driven creative concepts
- Led \$50K–\$2M+ branded content campaigns, managing the process from pre-sale RFP through publication and data analysis

Senior Creative Director, Brand Development JAN 2018–JUN 2018

- Oversaw a bi-coastal Creative team of 5 that supported 30% of U.S. sales revenue, working closely with edit, sales, client services, tech, and product teams to assess small- to mid-market clients and implement improvements
- Conceived and directed digital advertising pitches and campaigns for 300+ new accounts across retail, finance, CPG, travel, pharma, and beauty

Senior Creative Producer AUG 2016–JAN 2018

- Led co-branded campaigns from conception to execution, with a primary focus on travel content and clients including Lifetime, Chase, P&G, Kraft, and Hyatt

Creative Producer MAR 2016–AUG 2016

- Worked across industry verticals on products including co-branded and commerce articles, videos, social and display assets, long-form travel content, and more

Associate Creative SEP 2014–MAR 2016

- Produced branded content and wrote, co-produced, and starred in two Vine series, garnering more than 4M views for the BuzzFeed Creative team

★ **LIFEBOOKER**

Assistant Editor DEC 2013–SEP 2014

Staff Writer MAY 2011–DEC 2013

- Wrote beauty, health, and lifestyle copy for daily deals and promotions; email subject lines, taglines, and banner copy; and Lifebooker's Tumblr
- Edited outgoing emails to 225K+ customers nationwide for quality assurance

★ **IDENTITY MEDIA**

Production Supervisor SEP 2010–APR 2011

In-House Production Coordinator MAR 2009–SEP 2010

Office Manager SEP 2008–MAR 2009

- Worked with Executive Producers and directors to write treatments for national TV ads for agencies and clients, including McCann, Grey, Ogilvy, P&G, L'Oreal, Kohl's, Nike
- Coordinated pre-production, including scheduling, locations, talent, and crew

SKILLS

- Adobe Creative Suite
- Google Workspace
- MS Office
- Asana, Basecamp, Mavenlink
- Salesforce
- Multi-channel marketing
- Social media content
- Digital marketing
- Advertising
- Growth marketing
- Email marketing
- Brand voice development
- Creative strategy
- Concept development
- Creative direction
- Video production
- People management
- Pitch deck creation
- Project management
- Hiring and training
- Client-facing presentations
- Culinary training

VOLUNTEER & COMMUNITY EXPERIENCE

826NYC APR 2019–PRESENT

- Copyedit and proofread students' work for a Brooklyn nonprofit organization providing after-school tutoring, writing workshops, and assistance with student publications

CHiPS (Community Help in Park Slope, Inc.) DEC 2023–PRESENT

- Prepare, portion, and pack food at a Brooklyn-based non-profit soup kitchen and food pantry; assist the Director of Development with copywriting, creative strategy, and graphic design

Park Slope Food Coop JAN 2022–PRESENT

- Package, weigh, and price food items and maintain product stock on the shopping floor of a member-owned and operated food market in Park Slope

EDUCATION

UNC CHAPEL HILL 2004–2008

- Bachelor of Arts (B.A.) in Communication Studies, Media Production
- Creative Writing Minor