

# CASEY CLINE

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## MEDIA + MARKETING EXPERIENCE

### ★ FREELANCE

#### **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 Prime Video X Grubhub partnership, including writing, editing, and organizing 70+ creative assets

#### **Copywriter BuzzFeed** OCT 2019–DEC 2022

- Served as the Lead Writer for co-branded campaigns: pitched concepts, tracked results, and used data to inform new content for Fortune 500 clients, including Walmart, Hilton, P&G, CVS, Pizza Hut, and Wendy's

#### **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

- Assisted in constructing viral "Jesus Shoes" featured on Late Night With Seth Meyers, [CBS News](#), [FOX News](#), [VICE News](#), [Cosmopolitan](#), 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 Recruiter to hire/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

- In addition to producing branded content, 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

## 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

## SKILLS

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

## VOLUNTEER & COMMUNITY EXPERIENCE

**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

**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

**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.), Communication Studies, Media Studies and Production

Minor, Creative Writing