

# CASEY CORDES

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## PROFESSIONAL SUMMARY

A highly versatile and accomplished creative leader with experience across corporate, agency, and entrepreneurial environments. As a published author, CEO, TV scriptwriter, and podcast producer, I excel at crafting compelling narratives that build brands and connect with audiences. I have a proven ability to lead creative teams, manage global campaigns, and deliver high-impact content for Fortune 500 companies and cutting-edge startups.

## CORE COMPETENCIES

Creative Direction | Copywriting | Brand Strategy | UI/UX Writing | TV/Script Writing | Content Production | Podcast Production | Ghostwriting | Global Campaign Management | Digital & Print Advertising | Public Speaking | Storytelling

## SELECTED CLIENTS

- **Technology & Finance:** Amazon, Meta, PwC, Morgan Stanley, MetLife, First Data, TradeStation, ADT, ABN Amro Bank, Microsoft, SAP
- **Automotive & Hospitality:** Dodge, Chrysler, Jeep, Toyota, Marriott, Carnival Cruise Lines, Celebrity Cruise Lines, W Hotels, The Setai South Beach, The Versace Mansion
- **Media & Entertainment:** NBC Dreamworks, National Geographic, Fast & Furious Five, Inked Mag, Cisneros Studios, Mobious Labs
- **Healthcare & Retail:** The Procter & Gamble Family, Baptist Hospital, Joe DiMaggio Children's Hospital, Doctors Hospital, Value City Furniture, Diamond CBD, European Hematology Society
- **Additional Brands:** Miami Heat, Florida Power & Light, Darden Restaurants, Don Q Rums, Zignum Mezcal, Zacapa Ruums, Belzona Boats, NextEra Energy

## PROFESSIONAL EXPERIENCE

### **Intercept Group Toronto, ACD Copywriter - 2025**

- Was tasked to instantly help complete an intensive end-of-quarter content sprint for Microsoft.
- Crafted compelling copy at a truly breakneck pace that stayed on brand while elevated brand at key touchpoints.
- Wrote social and other content for SAP.

### **Total Design Amsterdam, ACD Copywriter - 2025**

- Co-lead initiative to re-write and transform 350-page European Hematology website.
- Crafted compelling copy at a breakneck pace that spoke to professionals, media and students alike.
- Managed client expectations and brought together a long list of subject matter experts to get on the same page, quickly, to produce relevant, riveting copy.

### **PwC Global + US, Creative - 2019–2024**

- Developed and executed creative strategies for high-stakes campaigns across global and US markets.
- Crafted compelling copy for a wide range of content, including internal communications, digital platforms, and marketing materials.
- Collaborated with cross-functional teams to ensure creative initiatives were aligned with strategic business goals.

### **Neulane, Associate Creative Director (Copywriter) - 2021–2023**

- Oversaw copywriting for brand campaigns and digital content, leading initiatives that enhanced brand voice and visibility.
- Mentored junior writers and provided editorial guidance to ensure consistent messaging and quality.

### **Macias Creative, Associate Creative Director (Copywriter) - 2010–2023**

- Directed creative projects from concept to completion, ensuring all deliverables met client specifications and brand standards.
- Authored and produced engaging copy for advertising campaigns across diverse industries, from technology to hospitality.

### **Cisneros/Mobious Labs/National Geographic, TV Scriptwriter - 2019**

- Authored an entire television series for National Geographic, managing script development and

contributing to production and direction.

- Wrote ten episodes of a web series for children focused on animals.

#### **Razorfish, Senior Copywriter - 2021**

- Created innovative copy for both digital and traditional advertising campaigns, significantly enhancing brand visibility and engagement.

#### **Creative Propulsion Labs, Creative Director- 2018**

- Managed all creative direction for brand development and marketing projects.
- Led a team of creatives to produce and deliver innovative campaigns that exceeded client expectations.

#### **Apptigo, CEO/Creative Director - 2014–2016**

- Founded and led a publicly-traded app company, overseeing all creative and operational aspects.
- Spearheaded brand development and marketing strategies that drove user acquisition and growth.

#### **Sapient Nitro, Senior Writer - 2010–2012**

- Developed high-quality copy for major digital and print campaigns.
- Collaborated closely with art directors and strategists to deliver integrated creative solutions for clients.

#### **Ruthless & Toothless, Creative Director - 2008–2009**

- Directed creative projects, leading the development of innovative branding and advertising campaigns.

#### **Branding Forces, Creative Director & Senior Writer - 2005–2009**

- Spearheaded creative strategies and wrote impactful copy for branding and marketing initiatives.

#### **Brand Hotel, Copywriter - 2007**

- Produced creative copy for advertising campaigns, contributing to brand storytelling in a global market.

#### **Asilia Safari Company, Copywriter - 2004–2007**

- Crafted compelling marketing content for safari tourism, enhancing brand engagement and

outreach.

#### **JWT/PPGH, Copywriter - 2004**

- Developed creative copy for advertising campaigns, supporting multinational client initiatives.

## **PORTFOLIO**

- **Portfolio:** <https://www.caseycordes.com/>
- **LinkedIn:** <https://www.linkedin.com/in/caseycordes/>
- **Substack:** <https://caseycordes.substack.com/>
- **Drama Podcast:** <https://www.headfone.co.in/channel/under-the-influencer>