

CASSIDY ORR

ABOUT ME

I'm a senior level creative who lives and breathes all things social. I wear many hats: creator, art director, copywriter, videographer, editor, producer, and everything in between. I shine in fast-paced, creative spaces where I can turn chaos into content.

SKILLS & CERTIFICATIONS

- Adobe Premiere
- Adobe Photoshop
- Adobe Illustrator
- CapCut
- Canva
- Sprout
- Sprinklr
- Facebook Certified Digital Marketing Associate
- Excel Essential Training

EDUCATION

UCLA

Bachelor of Arts in Psychology
Minor in Film, Television, and Digital Media
2018-2022

FIND ME

cassidyorr@me.com
bythewaysocial.com

EXPERIENCE

Associate Creative Director - MARTIN*

Aug 2026 - Sept 2026

Led creative across KAY and Subway, guided junior talent and pushed work to be sharper, stronger, and more distinctive. Blended a deep understanding of brand and social to bring brand identities to life through compelling visual and verbal storytelling. Owned the creative expression of brand social channels and brought a full-scope understanding of social—from concepting and art direction to copywriting, production, and platform-native execution.

Senior Content Creator - MARTIN*

Dec 2024 - Aug 2026

Created content across Hershey's, Miracle-Gro, STIHL, KAY, and Opella. Kept a sharp pulse on social trends and a strategic approach to building culturally relevant, high-impact branded content. Owned the full creative lifecycle—from planning and concepting to shooting, writing, producing, and editing—ensuring every asset is optimized for social performance.

Content Creator - TBWA/Chiat/Day LA

May 2024 - Nov 2024

Managed day-to-day content planning and led the creation of on-brand, on-strategy original content for client brands weekly. Partnered closely with Community Managers to optimize performance across platforms while owning the full content process—from concepting and shooting to producing and editing for social platforms. Developed impactful influencer collaborations that aligned with brand values and strengthened cultural relevance.

Junior Strategist - TBWA/Chiat/Day LA

May 2023 - May 2024

Translated client briefs into clear strategic direction, crafting tactical and creative briefs that fueled strong concepts and impactful brainstorming. Provided strategic counsel throughout the creative process while leveraging a solid understanding of KPIs, targets, and performance data to inform ideas and measure success.

Social Media Manager - TBWA/Chiat/Day LA

June 2022 - May 2023

Drove explosive growth for the BEHR brand—boosting TikTok followers by 5,434% and Instagram by 16% in one year. Owned monthly content calendars, community management, in-app and Sprinklr publishing, and daily trend scouting and pitching. Developed and wrote a bi-weekly, client-facing Social Education Newsletter.