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# Casey Halter

Writer | Strategist | Content Designer

Creative Portfolio | 2021

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# Hi. I'm Casey Halter.

Writer, strategist, and content designer with 8+ years in the agency, media, and publishing landscapes. I use words to explore cultural dynamics, solve problems, and translate big ideas into smart, emotional, and engaging systems of expression.



Currently: Trollbäck+Company

Previously: Texture Group, Betaworks,  
Media Lab Books, VICE Media, etc.

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## Brand Strategy

I have worked with some of the world's top media & entertainment brands to define, evolve, rename and reposition their linear and digital platforms for a bolder, more inspiring creative future.

## Content Ecosystems

I have built cross-platform content strategies for start-ups, industry disruptors, and Fortune 500 companies alike, who needed verbal systems for long-term success.

## Voice & Tone

I have created tone of voice guides, social strategies, copy frameworks, and more to teach brands how to speak like actual humans to their partners, investors, and audiences.

## Experiential Copy

I have written everything from theme park ride interfaces to virtual multimedia presentations to executive speeches for million-dollar upfronts & brand launch events.

## Creative Concepting

I have worked with dozens of creative directors, designers, and animators to come up with, workshop, and translate their ideas into legible and engaging pitches and presentations.

## Verbal Design

With an emerging obsession with UI/UX writing, I have led copy on a number of creative and interactive websites, from ad sales portals to live music streaming platforms.

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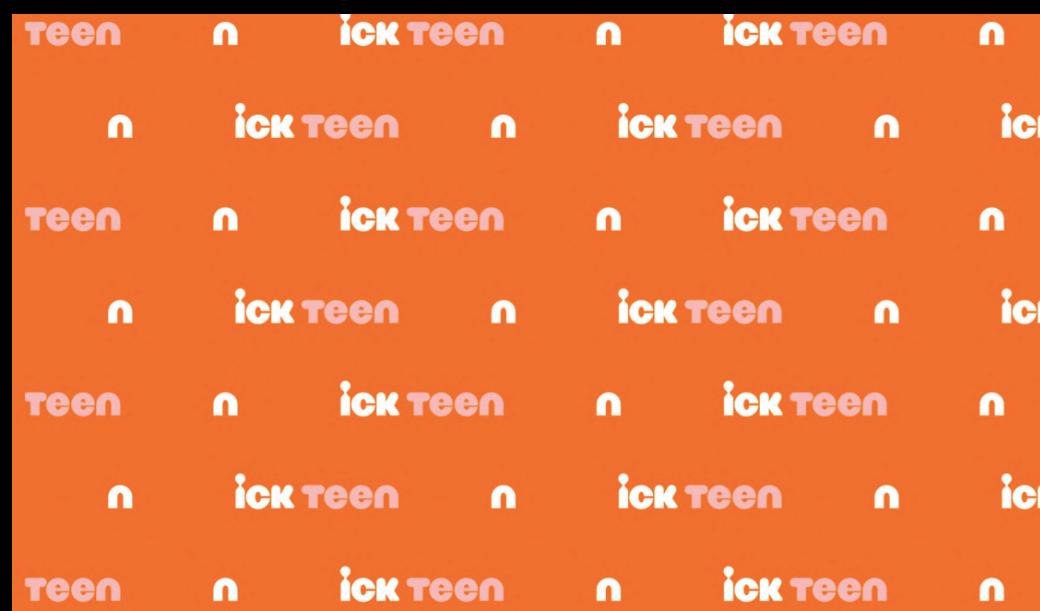
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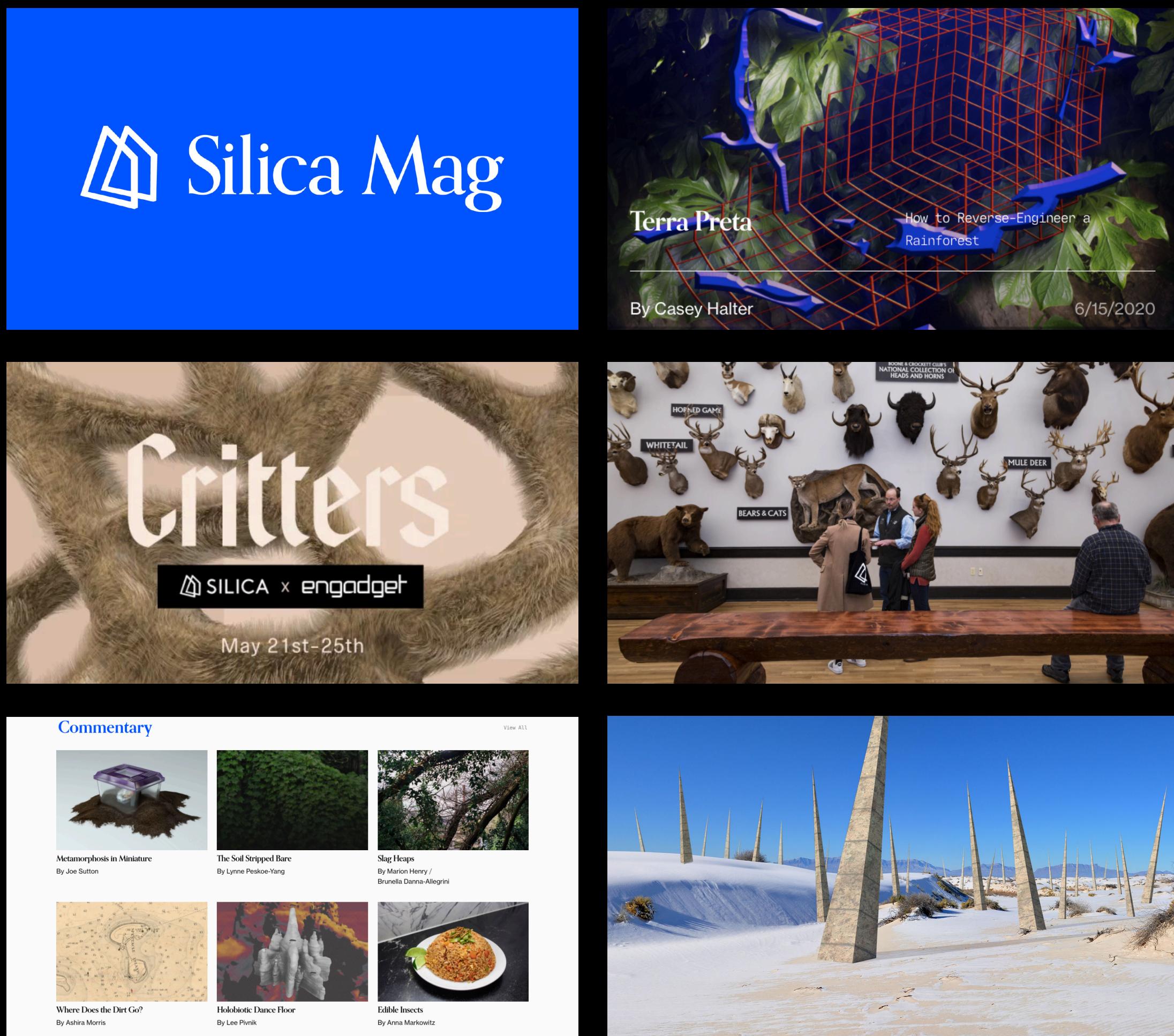
# Overview

Over the next few slides, I'm going to take you through a selection of case studies that illustrate the scope and scale of what I can do. It's admittedly a vast collection of styles, skills, formats, and industries – but once you get to know me, you'll find a meandering path is at the heart of what I do.

For me, writing and strategy is a way to engage with, understand, and explore the world around me. And that curious, analytical, far-reaching outlook has taken me to some very interesting places and companies . . .

[View Resume](#)

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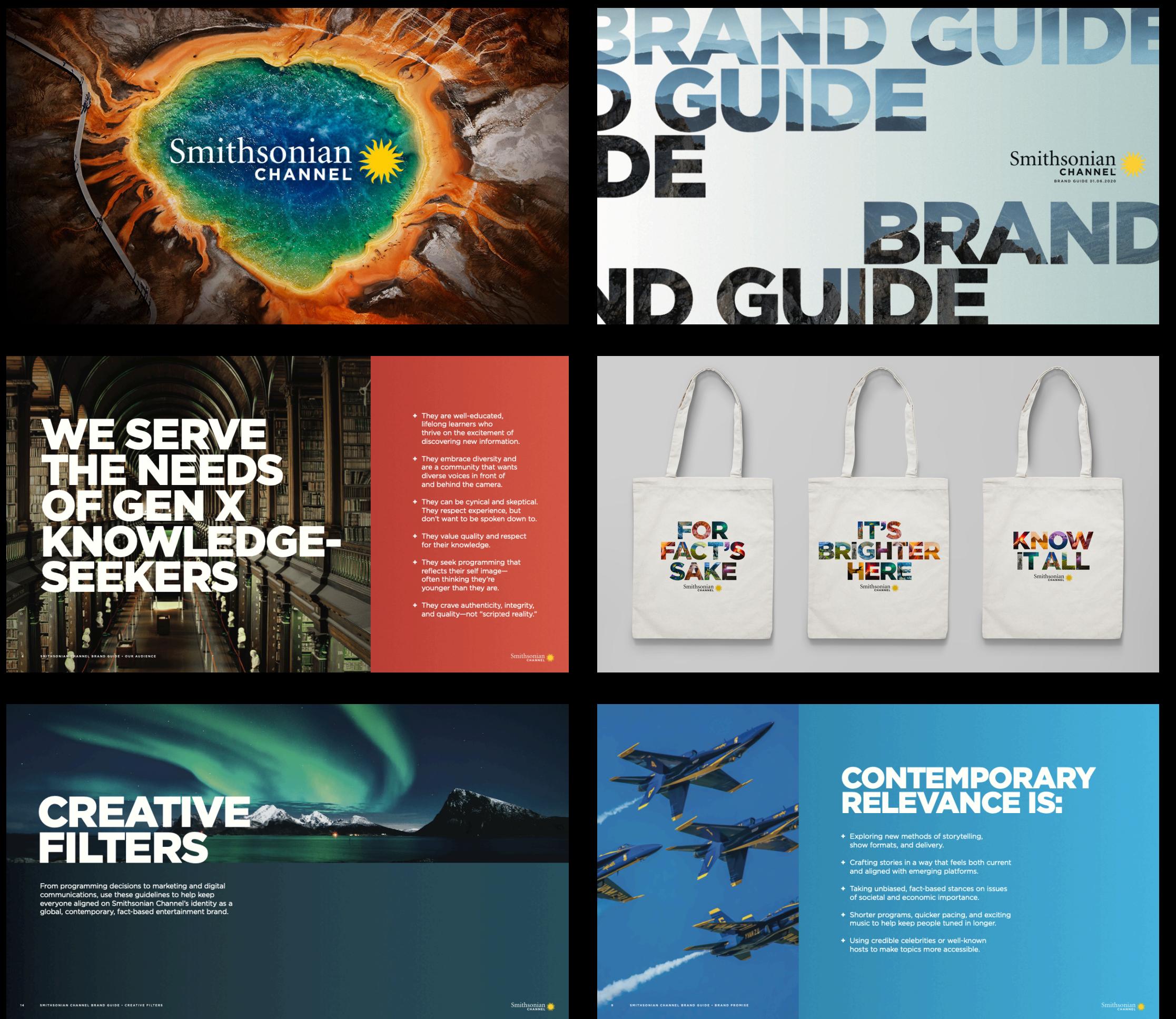


## Silica Magazine

My portfolio story begins in 2016, when I left my full-time job as an assistant editor at a magazine publishing house to strike it out on my own as an independent writer. With a few friends and the eventual support of Engadget & Oath Media, I launched an online magazine blending cutting-edge digital art with longform science writing – recruiting for, writing for, editing, and ultimately producing four annual issues on the cutting-edge of modern environmental discourse. Stories I covered for Silica include a sprawling hydrological saga on the lake from Dirty Dancing, a scientific takedown of Bass Pro's multi million-dollar wildlife conservation museum, and a deep dive into high-tech/AI rainforest ecology.

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## Smithsonian Channel

Science journalism is fun, but it doesn't pay the bills. For that, there's agency work, which I fell into shortly after striking it out on my own. Using my eco-nerd know-how and love for engaging nonfiction content, I worked as a strategist and copywriter with Trollback+Company to redefine Smithsonian Channel's brand strategy, visual identity, and tone of voice in 2019 – encouraging them to take a stand against the TLCs and Discovery Channels of the world and go all in on their devotion to premium content focused on fact. They loved it so much, they invited us to live-train their New York and Washington DC offices to explore the new system.

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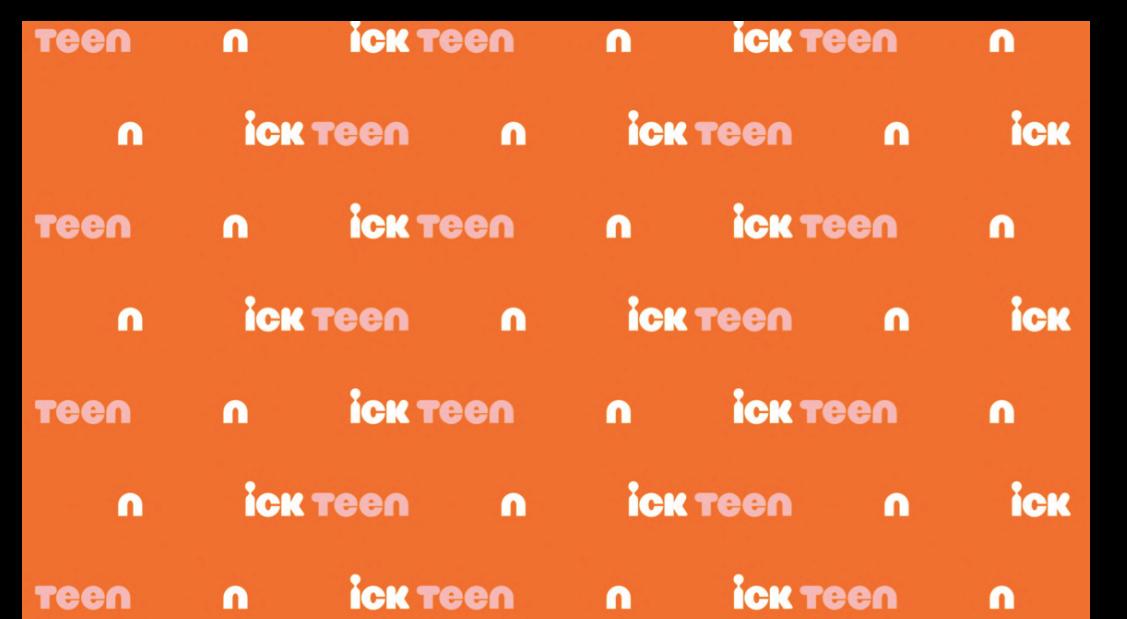
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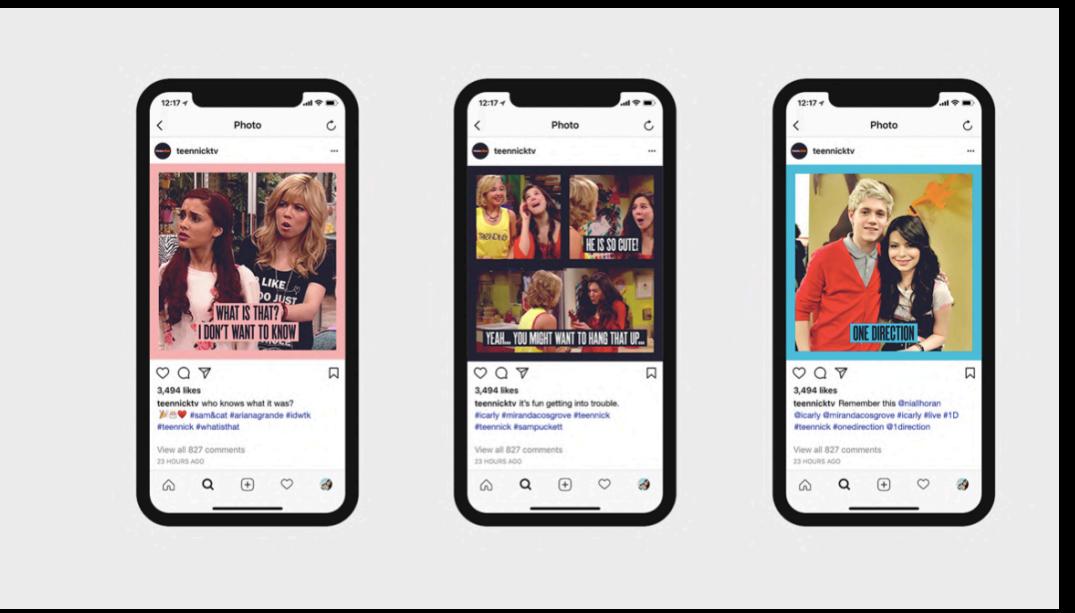


**Tweenspeak**  
*The Thundermans*  
Are your parents texting about The Thundermans?  
alt: Are your kids texting about The Thundermans?

IDC  
It's Da Cape  
/cut to clip of Phoebe getting a superhero cape  
<https://youtu.be/P5m-gRcNqkc?t=2m22s>

G.O.A.T.  
Greatest of All Terrors  
/cut to clip of Max Thunderman being evil  
<https://www.youtube.com/watch?v=hPQrb665mdl>

LOL  
Lots of Lasers  
/cut of clip of Nora using her laser eyes  
<https://www.youtube.com/watch?v=2SQhH9afj04>



Between texting and talking  
Between posting and coasting (skateboarding?)  
Between getting a ride and riding the wave  
Between homework and selfies  
Between reading and tweeting  
Between gaming and dating  
Between studying and scrolling  
Between shopping and rocking  
Between snacking and sleeping  
Between walking the dog and walking to class  
Between 'gramming and jamming  
Between hanging out and hanging in there  
Between doing nothing and doing your homework  
Between listening to music and not listening to your parents



# TeenNick

More commercial? To learn more about my experience with creative conceiving, live action, and engaging a Gen Z audience, check out my work with TeenNick, which recently won a Clio for its completely off-the-wall take on what entertainment can look like in a post-digital world. In addition to helping out with brand strategy, style guide writing, and a social-first tone of voice for the network, I helped conceive and cast a series of ID spots for TeenNick's on-air programming, combining real-life teens with TeenNick talent and influencers to celebrate all the awkward, in-between moments we go through in that phase of our lives.

See More

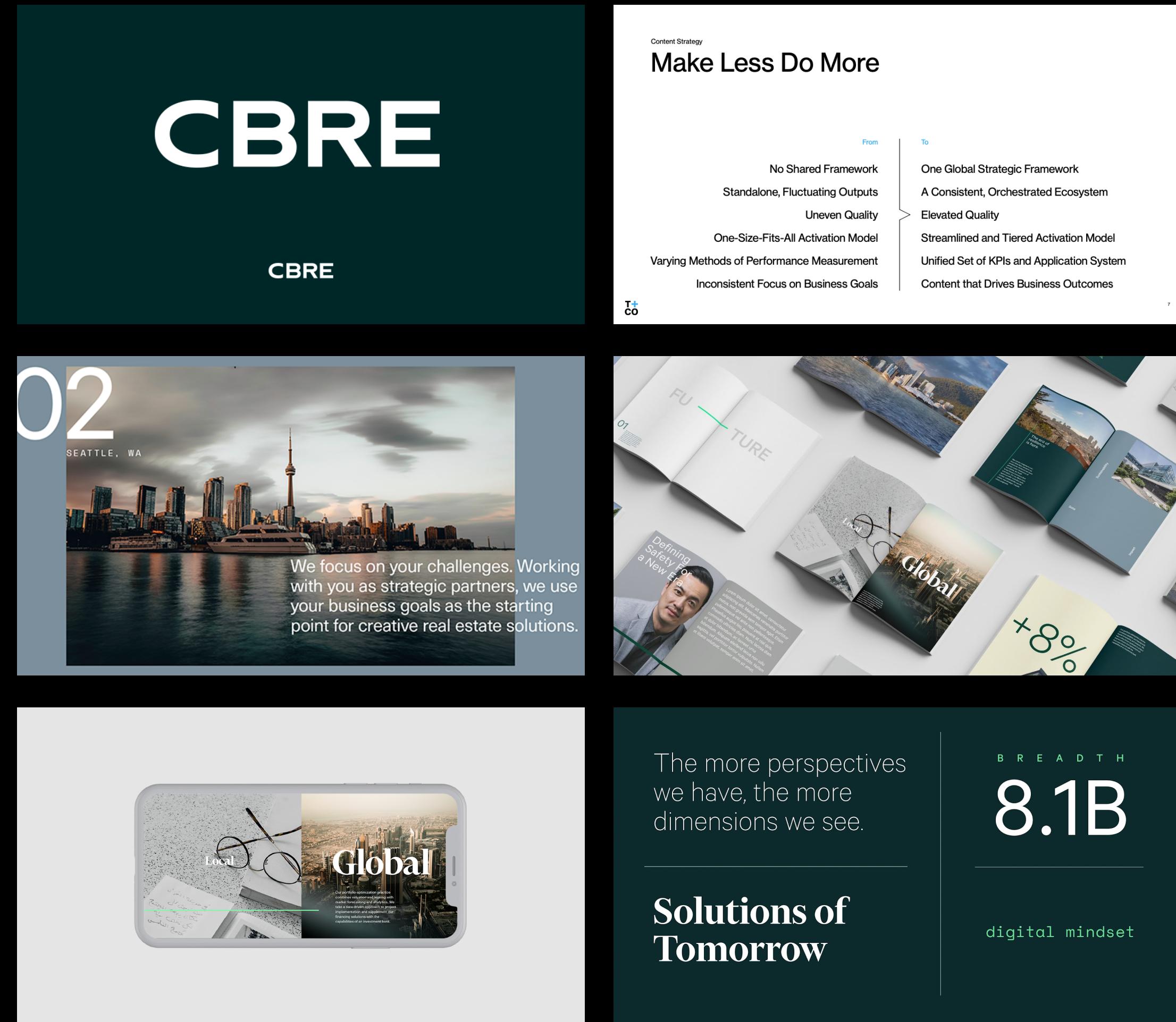
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# CBRE

More corporate? I've got that too. Over the past year, I've been working with one of the world's largest commercial real estate companies to completely re-imagine their global content strategy. By auditing, researching, and re-aligning all of the brand's editorial output into a thematically-driven framework, our team of strategists and designers at Trollback, Landor, and Code & Theory have all worked together to create an interconnected framework of new content types and franchises across platforms – from longform research reports to compelling social activations that actually make CRE interesting and accessible. Launching in June 2021.

[Request More Materials](#)

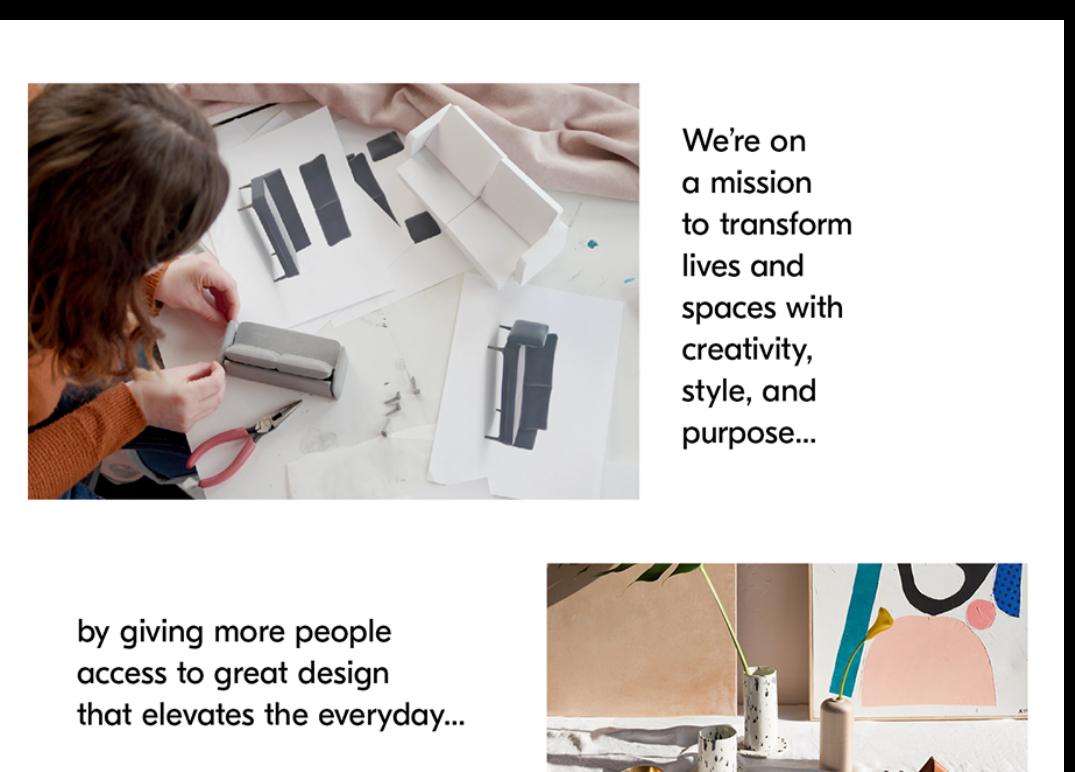
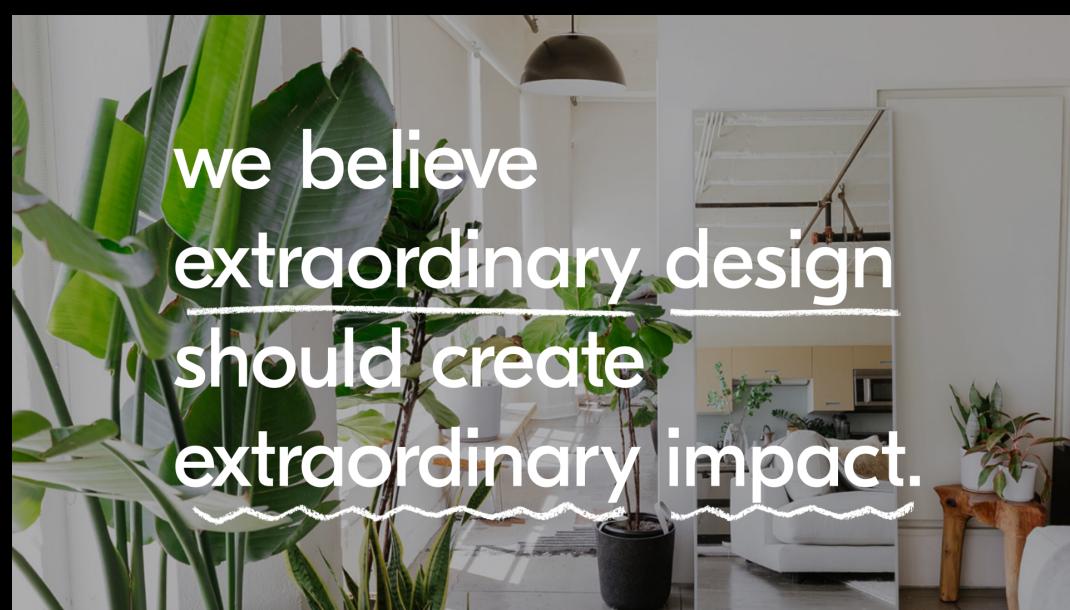
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# West Elm

How did I find myself in commercial real estate you may ask? Well, a year prior, I worked on an epic strategy-only team to deliver a new brand vision for west elm – one that took the modern furniture brand outside its four walls and repositioned it as a sustainability-first, community-first lifestyle brand that took a bold stand against its fast-furniture competition. To unearth this strategy, I worked with award-winning IDEO alums host a series of workshops with west elm designers and marketers across the company – synthesizing their insights into the creative copy and manifesto writing you see here. The client liked us so much, when they moved jobs to CBRE, they took us with them to reimagine that, too.

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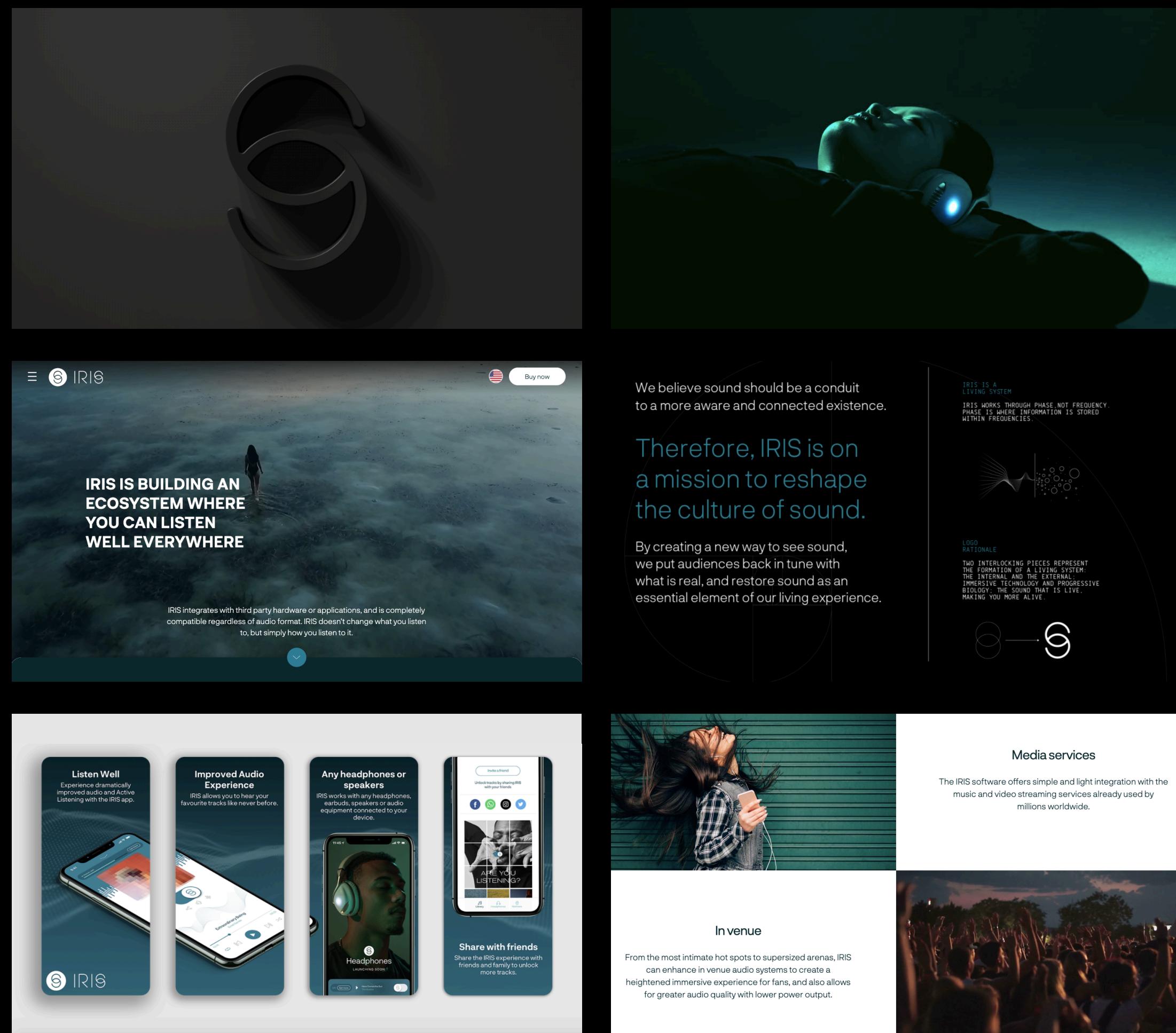
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IRIS

On the start-up front, I also worked as a lead creative strategist on IRIS – a binaural audio brand promising to recreate the feeling of live music with a patented algorithm that can transform any digital recording into immersive, 360 audio. Our client was really into the Fibonacci sequence, the wellness potential of music, and the future of sustainability – so we crafted him a hyper-futurist brand identity, launch strategy, and tone of voice that fully embodied that vision. One year in, IRIS is now the official audio partner of Red Bull Racing/Aston Martin and has been featured in Fortune, Forbes, Rolling Stone & others.

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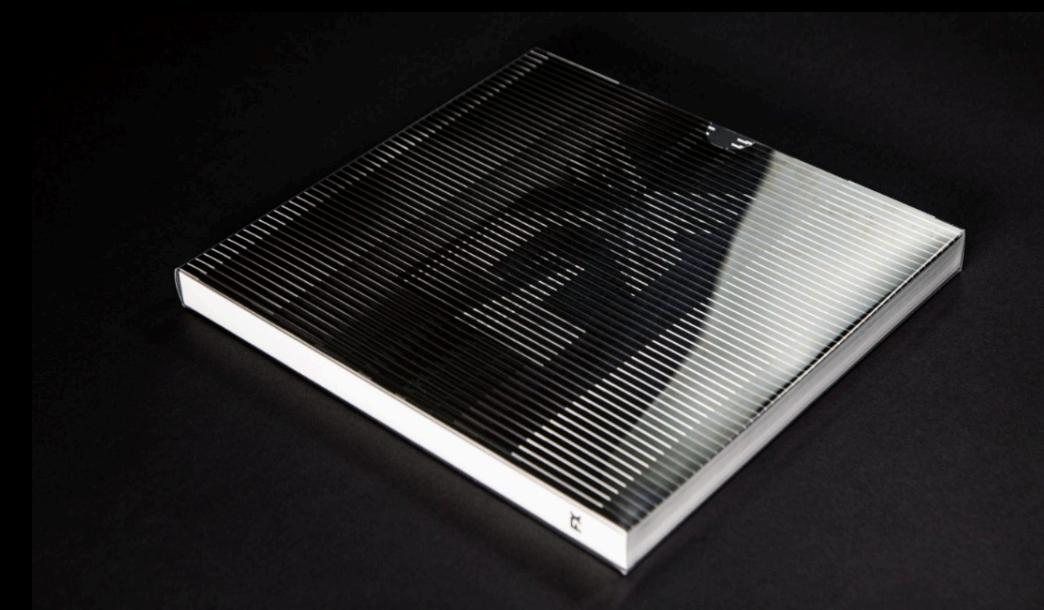
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In this industry, there are also many jobs I either wrote for quickly or must speak about quietly, but I'd be happy to walk you through the details in person.

Some additional clients I've worked with throughout the years include:

Disney | FX | Samsung | Apple | Oxygen  
ESPN+ | AMC | Marriott International  
AcornTV | TruTV | IMAX | CBS News  
MNN | Ngaren Museum | USOW  
ABC | WarnerMedia | Amazon Studios  
20th Century Studios | Hulu | BET  
Instagram | Paarti | Showtime | Tubi  
Verizon | Wipro | Casper | Harry's  
RXbar | Circa Brewing Co. | + others

Send a Request

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In my free time, I also write guides and articles on things I care about and enjoy:

## Science

- + How to Reverse-Engineer a Rainforest
- + Wonders of Wildlife: Inside Bass Pro's New 'Mecca' for American Conservation
- + The Lake Vanishes: A Dirty Dance of Hubris and Geology

## Industry

- + A Copywriter's Guide to Communicating with AI
- + On Developing a Tone of Voice for Your Brand
- + Omvarldsanalys: The Swedish Art of Finding Brand Purpose

## Advocacy

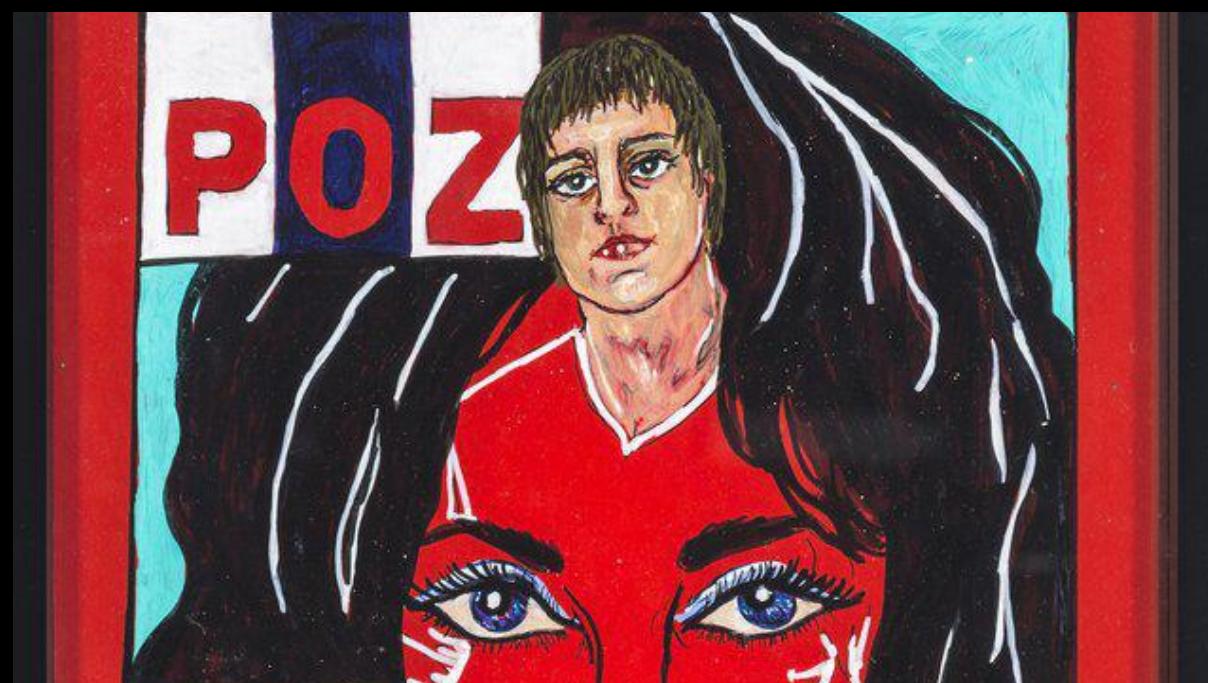
- + Count Us In: Inside NYC's Fight to Count HIV & Homeless Youth
- + Defying Discrimination: The Tools to Fight Back Are Within Your Reach
- + POZ at 25: 25 Years of HIV Advocates

## Gaming

- + I'm the First (and Maybe Final) Professional 'Pokemon GO' Trainer
- + Pokemon GO: The Unofficial Field Guide
- + Data Viz Charts the Rise (And Fall) of Viral Gaming Trends

## Culture

- + Star Trek's longtime NASA Advisor Grades 'Discovery' Premiere
- + How I Found Out My Grandma Was a Witch
- + These Women Believe Crystals Are The Reason They're Sober



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## Contact me.

I've got a great job right now, but I'm always on the lookout for exciting full-time, freelance, and creative consulting opportunities – both within and beyond the NYC area. If you'd like to work together, please reach out to me via email, social, or novel carrier arthropod. The weirder, bigger, or more interesting, the better.

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