



Cassidy Bier

Brand Strategist | Creative
Storyteller | Digital
Marketer

Contact & Links

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About Me

Creative storyteller and strategy-driven brand thinker with 4+ years of experience building impactful experiences, digital content, and community-first platforms. Known for my ability to stay organized, juggle multiple priorities, and bring clarity to fast-paced, ever-changing environments. I'm a natural relationship builder who thrives on collaboration and connection, whether it's building partnerships, facilitating events, or developing a brand from scratch. I bring a unique blend of consulting, branding, and event design expertise, with a passion for curating wellness-focused content. Currently developing a lifestyle tech brand and building a digital presence through @cass.corner.

Skills

Brand Strategy - Content Ideation - Community
Engagement - Relationship Builder - Event Curation -
Digital Marketing Strategy - Organizational
Workflow and Prioritization - Creative Direction -
Content Planning - Vendor & Budget Management -
Partner Relationship Development & Retention

Education

- Bachelor of Arts; Major Psychology, Minor Marketing
McGill University 2017 - 2020
- Master of Science (MSc) in Digital Management
Ivey Business School, Western University 2020 - 2021

Experience

- Management Consulting Senior Analyst
Accenture, Toronto 2021-Present
 - Achievements include
 - Lead people engagement initiatives across multiple teams, fostering meaningful connection and well-being among teams through curated events and facilitation.
 - Developed and implemented strategy and workshop design rooted in human-centered design, that is now being used as a template for all similar workshop series.
 - Developed and presented scalable strategy recommendations in high-pressure, cross-functional environments.
- Freelance Digital Marketing Specialist
RAD Social 2025-Present
 - Provide part-time digital marketing strategy and execution for RAD Social, a boutique creative agency.
 - Collaborate closely with the founder to align initiatives with evolving client needs, campaign goals, and creative direction.
 - Support client brand growth by contributing to content shoots, capturing photo and video assets, and writing high-conversion captions and reel scripts.
 - Conduct trend-driven brand audits to keep creative direction fresh and relevant across platforms.
- Founder & Content Creator
cass.corner 2020- Present
 - Built and grew a personal lifestyle brand rooted in food, wellness, and curated living.
 - Create original, personality-driven content across Instagram, including short-form video, voiceovers, and aesthetic storytelling.
 - Collaborated with a variety of brands including Freshii, Gryfe's Bagels, Goodfood, Blume, Greenhouse Juice and Solly's through thoughtful partnerships and campaign features.
- Ambassador, Event Lead & Strategic Contributor
Be Uninterrupted 2024-Present
 - Serve as a core ambassador for a women's wellness and empowerment platform.
 - Collaborate with founders to onboard members, refine strategy, and curate wellness events that prioritize connection and self-care.
- Event Captain
Ivey Entrepreneurship Alumni Club 2025-Present
 - Collaborate with the Ivey Entrepreneurship Alumni Committee to create and execute high-impact events that engage and connect founders, investors, and startup ecosystem leaders across the Ivey network.
 - Co-lead biweekly ideation meetings, support guest speaker coordination, and ensure event quality.