



BILLY MANGGALA

WRITER & STORYTELLER - PORTLAND, OR

BILLYWRITESPDX.COM

SKILLS / EXPERTISE

- Versatile Copywriting
- Digital Expertise
- Brand Narrative Storytelling
- Product/PDP Writing
- Script/Manifesto Writing
- Campaign Narrative Strategy
- Multi-Channel Brand Messaging
- Collaboration with Design
- Expert in Sports Marketing

EDUCATION

University of Oregon 2018
Bachelor's of Arts in
Journalism, Advertising, and
Cinema Studies

Hyper focus on copywriting,
editorial writing, and brand
marketing

CONTACT

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🌐 billywritespdx.com

SUMMARY

Copywriter with 7+ years of in-house and agency marketing experience for global brands. Currently at Nike APLA (Asia Pacific & Latin America) Brand Creative Digital Studio.

WORK EXPERIENCE

Nike APLA - Brand Creative Digital Studio

Copywriter (ETW - Insight Global)

MAY 2025 - PRESENT

Extending brand creative narrative direction from Nike Global and adapting for APLA territories. Focused on digital consumer moments for Nike App, email, web, and paid media. Recent campaigns: Holiday Gifting & Retention Offense.

Thesis - Nike North America

Senior Copywriter

JUNE 2022 - MAY 2025

Writer for Nike NA Creative Studio via Thesis Agency, Responsible for brand voice/messaging and product copy for Nike's App, email, website, and social media channels.

Polartec

Lead Copywriter

MAY 2020 - JUNE 2022

Freelance copywriter for the b2b outdoor apparel brand. Writing for print, digital, social, video, podcast, e-commerce.

Airbnb

Social Media Community Specialist

SEP 2019 - MAY 2020

Day-to-day engagement operations for Airbnb's brand channels, supporting copywriting and community management.

Edelman Public Relations

Editorial Assistant Account Executive

JUN 2018 - SEP 2019

Account executive for Edelman PR agency, working with brands like Travel Portland, Vulcan Inc., KinderCare, Overstock, Starbucks, PayPal, and many other accounts.