

Adam R. Cagle

*Senior Copywriter, Creative Director, Brand Voice Systems Lead.
AI-Assisted Writing, Campaigns, Product Storytelling, Launches.*

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P O R T F O L I O

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P H O N E

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Summary.

Twenty-five years leading creative for product and brand launches. Co-founder, Creative Director, and Lead Copywriter at **Agency689**, where every launch runs through me end to end: concept, copy, campaign, video, web, email, trade show, packaging, and brand voice systems. Built voice and messaging systems for sixty-plus brands across tech, hospitality, gaming, entertainment, and consumer categories. Sunset Marquis (Agency of Record since 2004), Hotel Figueroa, Killer Network, Traveler Guitar, Xbox, AMD, Microsoft, and FileKeepers among them. Clio, Ad Club, and Webby awards for copy.

Since 2024, sister studio **Agentic689** extends the same discipline into AI-assisted creative workflows. Production AI writing tools and marketing workflows in active daily use across Agency689, drafting client emails, banner copy, and promotional content. Sole author of every system prompt, persona file, skill file, and voice governance document across the suite. AI is in the toolkit. The craft is the work.

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Capabilities.

CAMPAIGN COPY

/ a

Brand campaigns, OOH, digital ads, web, landing pages, email, video, events, launches. Comfortable taking a brief apart, finding the sharper idea underneath it, and pushing the work past the expected answer. Senior enough to present the thinking. Practical enough to keep moving. Pitch decks, speaker decks, and the lines that make people stop.

BRAND VOICE SYSTEMS

/ b

Voice architecture as a system, not a vibe. Tone guides, messaging frameworks, brand books, persona documents, editorial rules, campaign platforms, and governance systems that keep a brand distinct across channels, teams, and AI-assisted workflows. Strong editor with a high bar for rhythm, clarity, surprise, and precision. Voices that scale without going flat.

AI CREATIVE OPS

/ c

AI-assisted writing systems that scale voice without flattening it. Founder of Agentic689, shipping production writing tools and marketing agents in active daily use across Agency689. Drafts client emails, banner copy, and promotional content. Persona scaffolds, voice governance, and human-in-the-loop approval keep output on brand. AI for volume. The bar stays where it should be.

PRODUCT STORYTELLING

/ d

Translating complex products into clear, marketable stories. Twenty-five years across gaming, hardware, software, hospitality, financial services, and consumer brands. Comfortable in the room with founders, executives, product marketers, designers, and growth teams. Turn technical value into language people want to read. Killer Network, AMD, Microsoft, Xbox, Traveler Guitar, FileKeepers, IndyMac Bank.

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Experience.

Co-Creative Director & *Lead Copywriter*

2001 – Present

Agency689, Inc. · Co-Founder · Bend, OR · California

Full-service identity, branding, and launch studio. Twenty-five years leading copy and creative direction across naming, positioning, campaign concepts, web, email, video, advertising, packaging, social, brand books, and the new-business pitch decks that built the roster. Built voice and creative systems for sixty-plus brands. Led the Sunset Marquis email program contributing \$125,000 per month in attributed revenue. Returned creative direction in-house and lifted banner ROAS 30 percent.

FINANCIAL SERVICES

IndyMac Bank · LoanWorks · Digital Insight

HOSPITALITY

Sunset Marquis (Agency of Record) · Hotel Figueroa · CLINK Hostels · Oxford Collection · Hotel Nikko · Hotel Sax Chicago · Maison 140 · Zaza Dallas · Le Montrose · House of Blues Hotel · Magnolia · Lexington

GAMING & TECH

Xbox · AMD · Microsoft · Blizzard · Killer Network · Rivet Networks · ViewSonic · Traveler Guitar

STUDIOS

Raleigh Studios · Manhattan Beach Studios · Orbital Virtual Studios · Red Touch Media

RESTAURANTS

Cavatina · Playa Rivera · ANZU · Josh Slocum's

WINERIES

Rosenthal Estates · Bianchi · Beverly Hills Vineyard

CONSERVATION

Coastal Corridor Alliance

Founder & *AI Agent Architect*

2024 – Present

Agentic689 · Sister Studio to Agency689

A studio built to develop production AI agents and AI-assisted creative workflows. Systems span writing, marketing, persona, and feedback-loop applications. Sole author of every system prompt, persona file, skill file, and voice governance document across the suite. AI is in the toolkit. The craft is the work.

WRITING TOOLS	Multi-brand writing tools used by Agency689 to draft client emails, banner copy, promotional blocks, and campaign options. Human-in-the-loop approval. AI handles volume and variation. Editorial judgment stays human.
BOOK & MUSIC	Closed-loop marketing systems for KDP titles and music releases. Multi-platform posting across Reddit, Instagram, Facebook, X, and TikTok. Real attribution from sales data routes the next editorial cycle.
PERSONA & VOICE	Persona scaffolds and hard-rule compliance checks that keep AI-assisted output aligned to brand voice, audience, and channel rules across multiple deployments.
AI WORKFLOWS	Human-in-the-loop systems for speed, iteration, and quality control. Approval queues and editorial gates protect voice and brand standards while AI handles volume.

Creative Director & Lead Copywriter, *Interactive*

1998 – 2001

DGWB Advertising

Led creative direction and copy inside DGWB's interactive practice during the first wave of agency digital. Wrote and led new-business pitches. Managed copy and creative direction across accounts including IndyMac Bank, LoanWorks, Toshiba Computers, Toshiba Copiers, Yamaha Music, Avery Dennison, Clarion, and Wienerschnitzel.

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Awards, Ed & Board.

// AWARDS

Clio. Ad Club.
Webby.

Awarded for copywriting. Netty Award for the Sunset Marquis site.

// EDUCATION

Academy of Art,
San Francisco.

Design and Art Direction.

// BOARD

Autism Research
Project.

Board member.