

Paige Pope

Co-owner and Head of Growth, RAW Detroit. Social, content and growth strategy.

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SUMMARY

Media owner and marketer with more than ten years in social media and content. Co-owner and Head of Growth at RAW Detroit, an independent media brand with 245K followers and 46M organic views in 2025. Equally at home on set and in the spreadsheet: leads strategy, runs the numbers and makes the work.

EXPERIENCE

RAW Detroit, Co-owner and Head of Growth 2019 to present

- Grew an independent Detroit media brand to 245,000 followers and 46 million organic views in 2025 with no paid amplification.
- Built an audience that generated 5 million interactions in 2025, 60% of it in Metro Detroit. Meta channels now reach 7 million views a month.
- Leads growth, channel strategy, finance and content, and prices and packages sponsored campaigns for local and national brands.
- Built the internal tools the newsroom runs on: an automated story pipeline, a campaign production board, a Michigan search trend digest and a photo rights audit covering 887 published images.

RAW Digital Group, Strategy lead 2019 to present

- Leads strategy for commercial video, photo, drone and campaign work for more than 80 brands, produced with a roster of Detroit creatives.
- Created the social ad and organic reach strategy for a Shinola launch that sold out in two hours, which the client called the fastest-selling timepiece in its history.
- Drove more than 1,000 guest-pass sign-ups for Club Studio's Metro Detroit opening from a single video and a comment-to-message flow.
- Created the social ad and organic strategy that delivered 453,000 views and 12,000 new followers for Stillwater Stables.

Pratt Miller Motorsports, Detroit Grand Prix, Race-weekend social content 2025 to present

- Produced real-time, on-site content across the Grand Prix weekend, generating 300,000+ views.

SMSocial, Social Media Manager 2019 to 2020

- Ran strategy, content calendars, community management and reporting for multiple client brands.

Chili Peppers Tanning, Social Media Manager 2016 to 2018

- Built the brand voice and content pillars and grew the following with platform-native content.

SKILLS

Strategy	Audience growth, channel and format strategy, content calendars, sponsored content pricing and packaging, KPI reporting
Production	Short-form video direction, photography, FAA Part 107 drone operation, live event coverage, editing
Platforms	Instagram, Facebook, TikTok, YouTube, X, WordPress, Google Search Console
Systems	Marketing automation, comment-to-message flows, AI-assisted editorial workflows, analytics dashboards

EDUCATION AND CREDENTIALS

- FAA Part 107 certified remote pilot, 2026
- B.S., Communication, Central Michigan University, 2018
- Officer, Sponsor A Creative, a 501(c)(3) nonprofit, 2020

PRESS

- Voyage Michigan, "Community Highlights: Meet Paige Pope of RAW Detroit," 2026