

Drew Weber

Copywriter

Contact:

Portfolio: www.drewwebercopy.com

Email: drew.a.l.weber@gmail.com

Phone: (408) 332-4628

OnlyFans: Coming Soon



Experience

Doremus - New York | Copywriter | February 2021 - Present

Brands: AMD, T-Mobile for Business, XPO, LEGO Education, FM Global

- Served as the lead writer for the launch of the kind-of-but-not-really new XPO brand
- Helped oversee and build a metric ton of content for the T-Mobile for Business social channels
- Made agency president laugh during a team meeting
- Volunteered to be the coolest mentor in the agency's internship program

draftLine - New York | Freelance Copywriter | October 2020 - February 2021

Brands: Michelob ULTRA, Fireball, Margaritaville, Cacti

- Crafted engaging content for Michelob ULTRA that leveraged brand partnerships and pictures of beer
- Developed branded content for Super Bowl LV, The Match, and my own amusement
- Went Sicko Mode by joining the Apollo 11 team to help launch Travis Scott's seltzer — Cacti
- Learned how to write off alcohol as a "business expense"

Division of Labor - Sausalito | Junior Copywriter | August 2019 - October 2020

Brands: San Jose Sharks, KEEN, Foster SF, Cloudflare

- Wrote television and radio spots for the San Jose Sharks that kids would call "unhinged"
- Earned highest Ms. Pacman score in agency history
- Helped my boss pay my salary by winning multiple new-business pitches
- Boosted agency site views with blog posts about industry trends and my parents for some reason

Education

Miami Ad School - San Francisco

Copywriting - Certificate | Graduated: Fall 2018

San Jose State University

Advertising - B.S. | Graduated: Spring 2016

Willow Glen High School

General Education | Graduated: Miraculously

Accolades

Graphis | Print + Sport - January 2020

Silver - Rams to the Bone

NSAC - April 2016

Regional Second Place - Snapple

Perfect Attendance - 2004

Pizza Party - Willow Glen Elementary
