

# Drew Weber

## Copywriter



drewwebercopy.com



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Coming soon!

## Experience

### **Doremus+CO | Copywriter | February 2021 - Present**

Clients: T-Mobile for Business | Meta | XPO | Johnson & Johnson | AMD

- Specialized in creating oodles of social content for T-Mobile for Business and Meta for Work
- Interviewed tech leaders and wrote blog posts that somehow got approved in one round
- Made company president laugh during a team meeting
- Served as lead writer for the launch of the kind-of-but-not-really-new XPO brand

### **draftLine | Freelance Copywriter | August 2020 - January 2021**

Clients: Michelob ULTRA | Cacti | Margaritaville | Fireball

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

### **Division of Labor | Junior Copywriter | August 2019 - June 2020**

Clients: San Jose Sharks | KEEN | Foster SF | Roadie

- Created the most unhinged TV and radio spots for the San Jose Sharks
- Grew agency site views with blog posts about industry trends and my parents for some reason
- Earned highest Ms. Pacman score in agency history
- Helped boss pay my salary by contributing to multiple new business wins

## Education

### **Miami Ad School**

Certificate - Copywriting | Graduated: 2018

### **San Jose State University**

B.S. - Advertising | Graduated: 2016

### **Willow Glen High School**

Diploma | Graduated: Miraculously

## Accolades

### **Graphis | Print + Sport - January 2020**

Silver - Rams to the Bone

### **National Student Advertising Competition - 2016**

Second Place - Regional Round

### **Perfect Attendance - 2004**

Pizza Party - Willow Glen Elementary