

Drew Weber

Copywriter

Contact:

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Experience

draftLine - New York City

Freelance Copywriter

October 2020 - Present

Brands: Michelob ULTRA, Fireball, Margaritaville, Cacti

Developed branded social content for Super Bowl LV
Joined Apollo 11 team to work on new-product launches
Built out copy for ULTRA's social media calendars

Division of Labor - Sausalito

Junior Copywriter

August 2019 - June 2020

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

Acted as the shop's only dedicated copywriter
Worked on winning pitches for KEEN and Cloudflare
Earned highest Pacman score in agency history
Wrote agency blog posts to boost website engagement

Wongdoody - Los Angeles

Copywriting Intern

October 2018 - March 2019

Brands: Warner Bros., adidas, Cisco, Cedars-Sinai, Verizon

Contributed to winning pitch for Warner Bros. project
Was part of the company's brand-new digital team
Responsible for writing weekly agency newsletters (Daily Doody)

Grey - New York City

Copywriting Intern

April 2018 - June 2018

Brands: Applebee's, Walgreens, Memphis Brand Initiative

Created social media content for Applebee's channels
Concepted activations for Memphis' bicentennial celebration
Established myself as the worst beer pong player in New York

Education

Miami Ad School

Copywriting

Graduated: Fall 2018

San Jose State University

Advertising - B.S.

Graduated: Spring 2016

Accolades

Graphis | Print + Sport - January 2020

Silver - Rams to the Bone

Young Shits - May 2017

Shortlisted - Kindle Chapters

NSAC - April 2016

2nd place in District 14 - Snapple: Uncap Life

Perfect Attendance - 2004

Pizza Party - Willow Glen Elementary

Organizations

Spartan Advertising Club

President

August 2015 - May 2016

Teal Tinted Glasses Hockey Content

Lead Writer and Panelist

October 2017 - September 2020