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CITY Chicago, IL

EXPERIENCE

Ten35 | 1/2024- Present
Freelance Senior Copywriter

- Concepted and developed #MXDadventures, a main campaign platform with 6 multi-touchpoint tactics across 3 strategic pillars (awareness, consideration, and conversion).
- Played a key role in crafting high-level client decks and presentations to ensure stakeholder satisfaction.
- Collaborated on influencer sourcing and deployment strategies to amplify campaign visibility and engagement.
- Pioneered multiple 360 campaign concepts for PepsiCo’s Ruffles to reinforce its cultural connection through its NBA partnership, driving brand equity among Gen-Z consumers.
- Designed high-level strategies and campaigns for Backwoods, focusing on cultural authenticity and audience loyalty through innovative storytelling.

Guaranteed Rate | 1/2023-1/2024
Copywriter

- Spearheaded email, social, and digital copy efforts during a comprehensive brand refresh for the subsidiary "Owning", transforming brand perception and engagement.
- Delivered standout holiday social posts that captured attention from major publications like WGN and PRNewswire, driving a significant surge in social traffic and visibility.
- Contributed to PR activations by shaping the brand’s aesthetic, refining target demographics, and defining brand voice and copy strategy to resonate with key audiences.
- Directed social copy for the 'Same Day Mortgage' product launch, a campaign instrumental in driving 73% of all U.S. mortgage originations post-launch.

unbundled, LLC | 9/2022-1/2023
Branding and Copywriting Intern

- Led creative direction and asset development for the Uncommon Threads Chef Apparel and PerfectClean brand refreshes while shadowing Cheryl Berman during her multi-sensory branding sessions, co-developed with Disney Imagineers.
- Produced and edited internal recap videos to showcase branding successes, enhance client retention, and enrich the company portfolio.
- Extracted and synthesized insights from stakeholders to inform strategic creative direction for company-wide initiatives.

Squeak E. Clean Studios | 1/2022-5/2022
Production Intern

- Crafted original song lyrics for high-profile advertising campaigns, including Beneful, Reebok, and the Illinois Lottery, blending creativity with brand messaging.
- Collaborated with the Executive Producer and Senior Producers to streamline production workflows, ensuring timely delivery and client satisfaction.
- Authored detailed music briefs to effectively communicate creative goals and maintain alignment with client expectations.
- Utilized the Disco platform for efficient asset management, optimizing revenue opportunities through meticulous cataloging.
- Partnered with Producers to manage project costs and job sheets, successfully reducing expenses while driving profitability.

Molded by Chicago and Miami, I bring swagger, grit, and a polymath’s versatility to every project. Mentored by the legendary Cheryl Berman, I approach copywriting like a rapper—finding the rhythm, crafting the flow, and making every word hit. From Ruffles to Reebok, I’ve delivered bold ideas that connect and move culture. Ready to break molds?
Let’s make something unforgettable.



A copywriter who delivers the right copy.

EDUCATION

Catalyte Digital Media Training | 10/2024

Bremen High School – Midlothian, IL
High School Diploma | 05/2018

CERTIFICATIONS

- Amazon Ads Certification
- Meta Ads Certification
- Google DV360 and Ads Certifications
- Google Analytics Certification
- Advanced Excel Training

SKILLS

- Copywriting and Brand Strategy
- Campaign Development and Creative Direction
- Original Composition for Advertising
- Adobe Creative Suite (Photoshop, Illustrator, Premiere, Workfront)
- Digital, Social, Email

REFERENCES

- Cheryl Berman – CEO at unbundled, LLC | cheryl@unbundledcreative.com
- Ahmad Islam – CEO/Founder at Ten35 | ahmad.islam@ten35.com
- Andrew Lamar – Group Strategy Director at Contender | andrewlamar@gmail.com
- Andrew Kondo Weigl – Creative Director at Ten35 | andrew.weigl@ten35.com
- Melissa Healy – SVP, Employee Belonging & Participation Lead at Leo Burnett | melissa.healy@leoburnett.com

