

Drew DiSabatino

drewdisabatino.com

Summary

Creative director and copywriter with over a decade of experience in both ad agencies and in-house creative studios. Specializes in building brand voices, transforming complex ideas into human language, and driving campaign and video work from initial strategy through to final production.

Experience

Creative Director of Copy | Amazon Private Brands

2025–Present

- Owning the brand voice and overseeing all messaging touchpoints for Amazon Private Brands in North America and the EU.
- Developing copy for seasonal campaigns, marketing sites, product launches, social channels, corporate communications, and more.
- Serving as a cross-functional creative lead, partnering with designers, marketers, strategists, AI specialists, product managers, and more.

Associate Creative Director of Copy | Amazon Go

2021–2025

- Created, maintained, and evolved the Amazon Go brand voice and guidelines.
- Led creative concepting and video production for marketing campaigns, in-store expression, promotions, and marketing.
- Acted as a creative leader, overseeing a team of designers, art directors, and copywriters while also managing external agency partnerships.

Senior Copywriter | GYK Antler

2018–2021

- Built brand work that helped cement Sweet Baby Ray's as the #1 selling barbecue sauce in the U.S.
- Pitched Hasbro on updating Monopoly's Community Chest cards, resulting in more than 1,000,000 fan submissions and votes.
- Helped win new business pitches for Ocean Spray, Wahlburgers, New Hampshire Tourism, and more.

Copywriter + Junior Copywriter | Hill Holliday

2014–2018

- Created a range of campaign work for Bank of America and its sponsorship initiatives like (RED), Feeding America, and the Special Olympics.
 - Won various industry honors including Clios, Webby's, Shortys, and Hatch awards.
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Education

Boston University

Master of Science in Advertising
Graduated 2015

Ohio University

Bachelor of Science in Journalism
Graduated 2013

Brands

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| • Amazon | • Ken's Dressings |
| • Bank of America | • Merrill Lynch |
| • Boston Red Sox | • MLB + NFL |
| • Cedar's Hommus | • Ocean Spray |
| • Dunkin' Donuts | • Party City |
| • Great Wolf Lodge | • Sweet Baby Ray's |
| • Hasbro | • Wahlburgers |
| • iRobot | • YORK Athletics |