

# DREW DISABATINO

CREATIVE DIRECTOR, COPY



[www.drewdisabatino.com](http://www.drewdisabatino.com)



[andrew.disabatino@gmail.com](mailto:andrew.disabatino@gmail.com)



Seattle, WA

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## SUMMARY

Creative director and copywriter with over a decade of experience driving brand strategy and high-scale creative execution for global brands. Background in both ad agencies and in-house creative studios building distinct brand voices, scaling and tailoring creative output, and collaborating with high-performing, cross-functional teams.

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## EXPERIENCE

### Amazon Private Brands

2025–Present

*Creative Director, Copy*

- Guiding the brand voice and copy for all Amazon Private Brands including Amazon Basics (Home and CPG) and Amazon Essentials (Apparel).
- Pioneering the use of AI tools to optimize copy workflows and scale content production across thousands of products.
- Developing campaign work for influencer collaborations and new product launches.

### Amazon Go

2021-2025

*Associate Creative Director, Copy*

- Built the Amazon Go brand voice and guidelines from the ground up.
- Developed messaging systems for in-store expression, promotions, and marketing.
- Oversaw creative concepting and production for marketing campaigns.
- Acted as a creative leader and contributor, overseeing a team of designers, art directors, and copywriters while also managing external agency partnerships.

### GYK Antler

2018-2021

*Senior Copywriter*

- Developed brand work that helped establish 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.

### Hill Holliday

2014-2018

*Copywriter + Junior Copywriter*

- 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, Webbys, 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*

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## BRANDS

- Amazon
  - Bank of America
  - Boston Red Sox
  - Cedar's Hommus
  - Dunkin' Donuts
  - Great Wolf Lodge
  - Hasbro
  - iRobot
  - Ken's Dressings
  - Merrill Lynch
  - Major League Baseball
  - Ocean Spray
  - Party City
  - Sweet Baby Ray's
  - Wahlburgers
  - YORK Athletics
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