

Drew DiSabatino

Portfolio: www.drewdisabatino.com

I'm a creative director and copywriter with over a decade of in-house and agency experience writing copy, developing award-winning advertising campaigns, building brand voices, directing strategy, and collaborating with others.

WORK EXPERIENCE

Associate Creative Director, Copy

Amazon Basics / March 2025 - Present

- Owning the marketing voice and strategy for the Amazon Basics brand.
- Working with AI tools to scale copy development across thousands of product detail pages, packaging and more.
- Writing copy for a wide range of placements including campaign headlines, video scripts, social posts, emails, and landing pages.

Associate Creative Director, Copy

Amazon Go / November 2021 - March 2025

- Developed and refined the Amazon Go brand from the ground up alongside an amazing Creative Studio and Marketing team.
- Defined and maintained the Amazon Go brand voice and guidelines.
- Created advertising campaigns, wrote and creative directed video production, owned brand voice and strategy, wrote for marketing, in-store expression, promotions and more.
- Acted as a creative leader overseeing a team of designers, art directors, and copywriters, and managing external agency partnerships.

Associate Creative Director, Copy

CTP/ July 2021 - November 2021

- Developed campaign ideas and executions for clients like Boston University, the Boston Red Sox, People's Bank and more.

Senior Copywriter

GYK Antler/ February 2018 - July 2021

- Developed campaigns and a brand voice that helped cement Sweet Baby Ray's as the #1 BBQ sauce in the U.S.
- Worked on content ideation and production for a range of CPG brands including Ocean Spray, Cedar's Hommus, and Ken's Dressings.
- Partnered with the Business Development team to work on new business pitches and RFPs for various clients.
- Oversaw and collaborated with other copywriters and art directors.

Copywriter & Junior Copywriter

Hill Holliday / August 2014 - February 2018

- Developed campaign work for Bank of America, Dunkin' Donuts, Great Wolf Lodge and more.

EDUCATION

Bachelor of Science (Journalism)

Ohio University

Masters of Science (Advertising)

Boston University

BRAND EXPERIENCE

- Amazon Basics
- Amazon Go
- Bank of America
- Boston Red Sox
- Boston University
- Cedar's Hommus
- Dunkin Donuts
- Great Wolf Lodge
- Hasbro
- iRobot
- Ken's Dressings
- Merrill Lynch
- MLB
- Ocean Spray
- Party City
- Sweet Baby Ray's
- Tempur Pedic
- Wahlburgers
- YORK Athletics