Drew Guarini

CREATIVE DIRECTOR AND STRATEGIC MARKETER
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Creative and strategic marketer with 15+ years leading integrated marketing, strategic positioning, and creative execution; driving innovation, cultural relevance, and business growth through an insight-led perspective.

EXPERIENCE

Doing Things, New York, NY — *Director of Creative Strategy* (FEBRUARY 2025 - PRESENT)

• Lead cross-functional creative strategy and sales enablement across a portfolio of ~40 creator-led digital media brands including *Middle Class Fancy*, *Recess Therapy,* and *Bob Does Sports*.

• Provide creative recommendations grounded in strategic insight, shaping brand positioning, case studies, and pitch materials that help sales and account teams win and retain client business.

• Diagnose and resolve operational pain points across the pre-sale and post-sale pipeline, streamlining cross-team workflows to accelerate campaign execution and increase pitch conversion rates.

• Maintain oversight of high-value brand partnerships, driving creative direction, video production, and custom integrations for key client accounts.

• Contributed to Brand Partnerships revenue growth of nearly 5x over four years, including doubling revenue outright in year one and sustaining 20–45% year-over-year growth since.

Doing Things, New York, NY — *Associate Creative Director* (SEPTEMBER 2022 - FEBRUARY 2025)

• Served as client-facing creative leader across pre-sale and post-sale cycles, collaborating with account managers and sales teams to build multi-platform media plans aligned with client briefs.

• Spearheaded end-to-end execution of custom partner campaigns, overseeing memes, custom video, and experiential activations.

• Pitched, won, and executed key strategic accounts, partnering with major enterprise and repeat clients including McDonald's, Mountain Dew, Conagra, Taco Bell, Duolingo, General Mills, CVS, and Netflix.

Anheuser-Busch, New York, NY — *Copywriter, Strategist* (FEBRUARY 2019 - SEPTEMBER 2022)

• Authored comprehensive creative briefs for internal teams (copywriters, designers, and account managers) to inform key client pitches and campaign execution.

• Provided strategic direction for core Natural Light and Busch Light initiatives while delivering the highest Instagram engagement rate across the entire Anheuser-Busch portfolio.

• Helped entirely rebuild Budweiser USA's organic approach, including defining target audiences, establishing a new tone of voice, creating unique content franchises for social, and leading presentations to senior leadership.

• Results for 2019 vs. 2018: +435% comments across platforms, +246% total Twitter engagements, +84% total Instagram engagements, +60,000 Instagram followers (strongest growth in the AB portfolio).

• Wrote copy across Budweiser properties for social media, including the Super Bowl LIV campaign and work with the MLB/NBA/NWSL, plus out-of-home advertising, product labels, and physical media.

PRIOR EXPERIENCE

Scholastic — Senior Social Media Strategist (Jun 2017 – Feb 2019) | **Real Art** — Community Strategist (Nov 2015 – Feb 2017) | **Domani Studios** — Social Media Strategist (Jul 2014 – May 2015) | **The Huffington Post** — Associate Editor, HuffPost Tech (Mar 2012 – Jul 2014)

EDUCATION

New York University, New York, NY

CLASS OF 2011

• Tisch School of the Arts: Bachelor of Fine Arts in Cinema Studies

• Steinhardt School: Minor in Media, Culture and Communications