

DREW BOTCHERBY

ACD COPYWRITER



✉ drewbotcherby@gmail.com

in [Drew Botcherby](#)

🏠 drewbotcherby.com

📷 [drew.photo](#)

📷 [@drew.botcherby](#)

SKILLS

Professional

Published Fashion Photographer
Adobe Creative Suite
AI Enthusiast
Experienced in Content Creation

Personal

Dual US/UK Citizen
Portuguese - Fluent
Spanish - Intermediate

AWARDS

Silver Shorty 2022 - Doja wears JBL
2x Gold Student Addy Recipient

EDUCATION

Bachelor's Degree | Communications

English Minor
Brigham Young University
2009-2013

BYU Adlab Portfolio Program

Copywriting Focus
Brigham Young University
2013-2015

Drew is an Associate Creative Director with 8 years of agency experience in New York and LA. They approach writing from their visual and fashion background - prioritizing authentic insights and strategy from culture, adapting brands to new social opportunities and tech, and the slipperiest task of marketing in 2023 - satisfying both clients and algorithms.

link in bio.

EXPERIENCE

SR. COPYWRITER / ACD

Barbarian Group | 2021 – 2023 | NYC

- Creative lead on award-winning JBL Audio x Doja Cat Partnership. Named the “most successful branded video in our history” by TikTok, garnering 2 Billion impressions.
- Helped to launch Barbarian’s first AR experience with Giannis Antetokounmpo.
- Responsible for briefing 25 individual Instagram and TikTok content creators on a monthly basis.
- Daily monitoring of social and cultural opportunities, working with our TikTok response team to engage with trends at the speed of social.
- Supported Jr. teams through a visual and TOV rebrand over 8 months.

FREELANCE CREATIVE

2021 | NYC

- Creative Director - VaynerMedia, FIG
- Sr. Copywriter - Decoded, Converse, Louis Vuitton
- Content Creator - NY Fashion Week, BET, Wilhelmina Men, UNN Cairo, NTRWK

SR. COPYWRITER & PHOTOGRAPHER

Night After Night Production | 2019 - 2021 | NYC

- Copy lead on winning pitches for Jägermeister and Trojan Condoms.
- Wrote video and social campaigns for partnerships with Anderson .Paak, Quavo, 21 Savage, and Ghetto Gastro.
- Photographed social and OOH content for Jameson Whiskey, Aviön Tequila, and Martell Cognac across the United States and Mexico.

SR. COPYWRITER

McCann NY | 2017 – 2019 | NYC

- Photography and copy lead for a print and OOH campaign with CATCH restaurant.
- Copy lead on 3 broadcast campaigns and 1 activation for Chick-fil-A.

COPYWRITER

180LA | 2015 – 2017 | LA

- Garnered positive press for the agency through a viral Snapchat stunt.
- Wrote and concepted video and social content for Miller Lite and Mitsubishi.
- Creative on experiential activations for Asics and Expedia.

FREELANCE JR. WRITER

CP+B, 72andSunny | 2015 | LA

- Jr. Creative on Tillamook and Applebee’s.