



INTRO

DREW SIMEL IS A STRATEGIST WITH FOURTEEN+ YEARS EXPERIENCE AT TOP CREATIVE AGENCIES – WHOSE WORK TAKES MANY FORMS – FROM BRAND WORLDS TO CULTURAL PLAYBOOKS, CONTENT CAMPAIGNS, COLLABS, AWARD-WINNING FILMS, DESIGN SYSTEMS, COMMUNITY GRANTS, SOCIAL NARRATIVES AND EVEN AN NBA JERSEY

CONTACT

DREWSIMEL@GMAIL.COM

EXPERIENCE

FREELANCE STRATEGY LEAD : 2024 - NOW

AVAILABLE FOR PROJECTS NEAR AND FAR

DOUBLEDAY AND CARTWRIGHT - 72ANDSUNNY - FCB - MOJO SUPERMARKET - SID LEE - SPECIAL US - AND MORE

UNCOMMON CREATIVE STUDIO : 2024

LONG TERM CONTRACT – HELPING LAUNCH THE NEW YORK STUDIO OF ONE OF FAST COMPANY’S MOST INNOVATIVE BY LEADING NEW CLIENTS AND NEW BIZ ACROSS DESIGN AND ADVERTISING

SIRIUSXM - HBO - KRAKEN - GUINNESS - PEACOCK

DROGA5 : 2020 - 2024

GROUP STRATEGY DIRECTOR – LEADING CROSS-STRATEGY TEAMS TO TRANSFORM WHO BRANDS ARE *PROMOTED FROM DIRECTOR IN 2022*

AMAZON MUSIC - HENNESSY - IHOP - ADOBE - PENNINGTON

TRANSLATION : 2016 - 2020

STRATEGY DIRECTOR – LISTENING TO THE SIGNAL FROM THE NOISE TO HELP BRANDS LEAD CULTURE *PROMOTED FROM SENIOR IN 2018*

KAISER PERMANENTE - SAINT LUCIA - AT&T - DENVER NUGGETS - BROOKLYN NETS

THE RICHARDS GROUP : 2012 - 2016

BRAND PLANNER – GETTING TO THE SINGLE MOST PERSUASIVE IDEA AT THE HEART OF BRANDS

RAM TRUCKS - JEEP - ALFA ROMEO - THE HOME DEPOT - ZIEGENBOCK BEER