

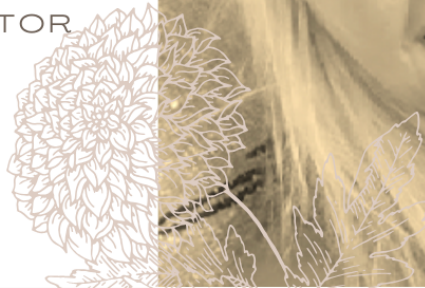
ANDREA DREVER

COPYWRITER/CREATIVE DIRECTOR

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I'm an accomplished writer with proven expertise in auto, hospitality, travel and financial services for agencies including RPA, Ogilvy & Mather, JWT, Campbell-Ewald and many others. With decades of leadership experience, I'm just as comfortable presenting to the President of Honda or Mandalay Bay as I am jumping in and mentoring junior creatives. And, I'm the ultimate self-starter, crushing all deadlines, and masterfully moving the ball down the field despite any obstacles. I'm available for freelance projects, and would consider the right full-time position.

EXPERIENCE

Content & Editorial Director | XWELL
January 2021 - February 2025

- Oversaw marketing for XWELL, a publicly traded airport spa company that includes Xpres Spa, Treat and XpresCheck brands
- Created all communications, including new brand and retail campaigns
- Handled social media for all brands
- Oversaw influencer content
- Developed emails and newsletters
- Wrote 100+ travel, health and wellness articles
- Managed website development and updates
- Liaised with PR firm, media partners and research companies
- Worked with CEO and Senior Leadership Team to expand operations overseas

EXPERTISE

- Ground-Up Branding
- 360° Ad Campaigns
- Content (Social, Articles, Newsletters)
- Website Development
- Brand Positioning
- B2B Campaigns
- New-Business Pitches
- Events

CLIENTS

- Honda
- Acura
- Mandalay Bay, Las Vegas
- Adidas
- La-Z-Boy
- Southwest Airlines
- Union Bank
- California Tobacco Control
- E! Entertainment

Assoc. Creative Director | William Morris Endeavor
April 2018 – May 2020

- Developed brands from the ground up for a wide variety of clients including UCLA, the Carolina Panthers and the World Polo League
- Oversaw event activation for T-Mobile, including the Ariana Grande Tour and Major League Baseball Sponsorship
- Sold in the Adidas Tokyo Olympics campaign honoring women athletes

Associate Creative Director | RPA
December 2007 – February 2018

- Headed up a 20-person creative department and oversaw a wide variety of campaigns for Honda and Acura and many other clients
- Worked on an extensive range of projects, from TV to brochures to direct mail to launch kits to huge events, such as the Acura Sponsorship of the New Orleans Jazz Fest and Little League Baseball National Sponsorship
- Was in charge of the complete rebranding of Mandalay Bay in Las Vegas, and created business-to-business campaigns for their substantial convention segment, increasing market share by 30%
- Handled a wide range of other clients, including La-Z-Boy, featuring spots with Brooke Shields, Southwest Airlines, California Tobacco Control Program, Newport Beach Film Festival, American Funds, E! Entertainment and others
- Was the lead creative in many successful new-business pitches
- Was proudly able to partner with either Creative Directors or Junior Art Directors with equal success, while always beating deadlines and creating stellar work



Sailing Crew | Rambler | South Pacific
May 2020 – July 2020

- Covid hit
- I signed up to crew on a sailboat in French Polynesia (with no sailing experience)
- I had the best two months of my life (so far)
- This led to a great job as an in-house travel, health and wellness writer
- Arrrrrr, take *that*, Covid!