

DREW PRATT

Creative Marketing & Content Partnerships Executive

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SUMMARY

Mastermind behind the ideation and execution of content-driven brand campaigns proven to drive ROI and build cultural relevancy for Fortune 500 clients. Competent developing and scaling 7+ figure custom brand integrations across Linear, Digital, Social OTT, and Experiential. Well-connected to Networks, Studios, and Publishers with a strong ability to pitch and sell late-breaking marketplace opportunities.

AREAS OF EXPERTISE

Brand & Content Strategy
Client Relationship Growth

Brand Storytelling
Team & Talent Development

Sponsorship Negotiation
Event & Content Production

PROFESSIONAL EXPERIENCE

I Have An Idea LLC; New York, NY

August 2022 - Present

Contract/Freelance

- Independent consultancy helping emerging media properties and content studios conceptualize, productize, and pitch first-to-market sponsorship offerings to brands and agencies

Havas Media Sports & Entertainment; New York, NY

April 2015 - July 2022

Featured clients: Keurig Dr. Pepper (KDP), TracFone Wireless, Titleist, Sanofi, Fidelity, LVMH, TD Bank

Vice President, Branded Content — 2021 - 2022

- Oversaw the creative vision, execution, and client oversight of cross-channel content partnerships tied to multimillion-dollar media budgets, increasing agency billings by 15% under leadership role
- Maximized Dr. Pepper's College Football Sponsorships with ABC, CBS, and FOX, revamping traditional ad inventory into live brand integrations and social content, exceeding client ROI by more than 300%
- Achieved \$750K in new revenue forging strategic partnerships with internal Creative and PR teams, developing holistic, cross-functional plans tied to client initiatives across each specialty practice
- Mentored and managed a mixed team of Content Strategists, Account Managers, and Media Planners throughout multiple lines of business across NYC/BOS offices

Group Director, Branded Content — 2018 - 2021

Director, Media Content — 2016 - 2018

Associate Director, Content Strategist — 2015 - 2016

- Orchestrated all sponsorship deals across entire TracFone Wireless business (\$700MM), notables including *Inside The NBA on TNT*, *The MTV Movie & TV Awards*, and *The iHeartRadio Music Awards*
- Accumulated approximately \$8MM in incremental revenue upselling first-to-market sponsorship opportunities, including co-creating original content series with authoritative properties such as *Bleacher Report*, *COMPLEX*, *Discovery*, *Disney*, *iHeartMedia*, *NBCU*, and *WarnerMedia*
- Go-to resource for injecting big ideas into new business plans in collaboration with Strategy, Planning and Investment leads, representing the agency in high-stakes pitches as content and trends expert
- Proactively resourced agency and clients with ongoing oversight of all timely media partnership offerings by building an active content library for last minute and ongoing opportunities
- Acted as client steward overseeing content studios and talent throughout film production, ensuring brand placement was prominently shown throughout on-air features, vignettes, and shoulder content

ZENO Group; New York, NY**Feb 2013 - April 2015**

Featured clients: Hershey's, Motorola, Unilever, Jockey, Anheuser-Busch inBev, Bausch & Lomb

Account Supervisor, Digital Strategist

- Generated \$3MM worth of earned media for the launch of Jockey's "Supporting Greatness" campaign, managing a timely brand integration during on-air segment with *The Tonight Show Starring Jimmy Fallon* and World Series MVP guest, Madison Bumgarner
- Successfully deployed a team of 24 Brand Agents for \$10MM Motorola exploratory social media launch campaign, facilitating all in-real-time conversation with consumers across Twitter, Facebook, and Instagram

MWW Group; New York, NY**Jan 2011 - Feb 2013**

Featured clients: Hillshire Farms, Samsung, Nikon, Casio, Deloitte

Content Strategist

- Assisted in the planning and development of earned media campaigns via social media marketing
- Helped launch Nicki Minaj and Casio Camera collaboration, responsible for social promotional efforts resulting in 100MM earned impressions
- Collaborated directly with the CEO and ECD to rebrand the agency, including new logo and tagline

Mediacom; New York, NY**April 2008 - Dec 2010**

Featured clients: GlaxoSmithKline (GSK), Lindt Chocolate, Edible Arrangements

Jr. Media Buyer

- Negotiated yearly Upfront pricing and placements in Primetime, Cable, and Syndication day parts, responsible for \$400MM in media buys
- Managed campaign performance across 30+ GSK brands through the analysis of monthly and quarterly brand allocation spending reports

EDUCATION**University of Rhode Island; Kingston, RI****Sep 2003 - May 2007****Bachelor of Arts & Sciences, Communications Studies**