

Drew Zandonella-Stannard

Writer & Digital Marketing Professional

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SUMMARY

Writer and marketing specialist with extensive experience in brand strategy, social media management, editing, and visual storytelling. Strong background in food marketing. Adept at transforming complex topics into innovative, engaging, and informative campaigns with humor and heart.

SKILLS

Copywriting & Editing • Strategic Partnerships • Brand Strategy & Development • Graphic Design • Trends Analysis
Website Development • Social Media • Email Marketing • SEO Strategy • Project Management

EDUCATION

Smith College

B.A., English Language & Literature

May 2006

Northampton, MA

EXPERIENCE

Satan's School of Gay Communism Gift Shop

Founder & Fundraiser

March 2021 – Present

Seattle, Serving Donors Globally

- Founded an online gift shop inspired by Smith College with all profits donated to organizations and individuals dedicated to creating a more diverse, inclusive, and equitable world.
- Initial round of fundraising raised a total of \$53,650.78 in less than three months, with funds donated to the Smith College student affected by a 2018 incident of racial profiling and the Inclusive Smith Campaign, allocated to the Emergency Fund For Students of Color.
- Design brand assets as well as all merchandise and apparel for the shop.
- Manage social media communications including shop launches, email newsletter, and alumnae relations.
- Built and designed online store from the ground up in less than a week, managing shipping, customer communications, and e-commerce solutions.
- Learn more at womanabouttheinternet.com/shop

Woman About The Internet

Founder, Writer, & Brand Strategist

October 2002 – Present

Seattle, Reaching Clients Nationally

- Collaborate with brands and individuals to articulate their vision and mission, launch products, nurture online communities, and build successful businesses.
- Provide copywriting services for brands and individuals including professional bios, website and product copy, blog posts, social media content, and marketing materials.
- Produce brand voice and style guides to drive successful campaigns and product launches, advising on look and feel as well as the development of foundational graphics, logos, and websites.
- Develop Social media strategy mapping including identifying opportunities for influencer engagement and partnerships.
- Blogger since 2002. Personal essays have appeared on Eater, Marie Claire, Good Housekeeping, Saveur Magazine, The Hairpin, xoJane, and elsewhere.
- Learn more at womanabouttheinternet.com

Precept Wine

Brand Manager

January 2016 – May 2018

Seattle, WA

- Led the national launch of House Wine 375ml cans, from product development to unique point of sale pieces, to rich online campaigns and collaborations with social media influencers.
- Managed brand strategy for a bevy of core wine brands, including House Wine, Ste. Chapelle, Sawtooth, Washington Hills, Sagelands, and Chocolate Shop.

- Breathed new life into iconic wines with strategic branding evolutions, including the development of new SKUs and formats.

Theo Chocolate

April 2013 – January 2016

Marketing & Communications Manager

Seattle, WA

- Successfully led the market launch of over 35 new products, identifying opportunities and coordinating across teams. Wrote all marketing copy, including social media content, newsletters, promotional materials, and packaging copy.
- Developed and implemented company brand book as well as visual standards for all marketing communications. Managed online marketing campaigns effectively driving brand awareness, engagement, and traffic to social media channels. Built editorial calendar, advertising, and promotions across all of Theo's social channels.
- Collaborated with chefs, chocolatiers, and key internal stakeholders to guide the development of the first Theo Chocolate cookbook. Coordinated all launch activities and national book tour.
- Developed and managed collaborations with organizations and brands including Pantone, the Jane Goodall Institute, Eastern Congo Initiative, FareStart, and more.

Caffe Vita Coffee Roasting Company

November 2011 – April 2013

Marketing Director

Seattle, WA

- Lead all marketing efforts including brand management, media relations, corporate positioning, national cafe openings, product launches, advertising, sales collateral, and social media strategy.
- Composed copy for promotional materials, product packaging, customer education, and web.
- Produced photo and video content for online and print.

The Hartman Group

June 2007 – August 2011

Writer & Social Media Specialist

Seattle, WA

- Launched company-wide social media strategy.
- Developed and launched HartmanSalt, an insight-driven food publication.
- Composed and edited content for HartmanSalt as well as The Hartman Group's weekly B2B e-newsletter.
- Developed interactive web application focused on shopping and social networking.
- Collaborated with ethnographic researchers to analyze and forecast consumer trends both in the field and online.

Amazon.com

September 2006 – June 2007

Editor

Seattle, WA

- Editor on the Kindle launch team.
- Provided assistance to multiple project managers.
- Handled confidential information in a fast-paced environment.