

# Drew Zandonella-Stannard

Writer & Marketing Specialist

## 👤 Profile

Writer and marketing communications specialist with extensive experience in social media content curation, editing, and storytelling. Adept at transforming complex topics into innovative, engaging, and informative stories with humor and heart.

## 🎓 Education

### English Language & Literature, Smith College, Northampton

August 2002 – May 2006

### Birth & Postpartum Doula Certification, Bastyr University, Seattle

November 2016 – January 2016

## 📁 Employment History

### Freelance Writer, The Internet

October 2002 – Present

- Blogger since 2002.
- Author of [Woman About The Internet](#), a monthly email newsletter exploring motherhood through a feminist lens.
- Personal essays have appeared on Eater, Marie Claire, Good Housekeeping, Saveur Magazine, The Hairpin, xoJane, and elsewhere.

### Brand Manager at Precept Wine, Seattle

January 2016 – May 2018

- 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.

### Marketing & Communications Manager at Theo Chocolate, Seattle

April 2013 – January 2016

- Successfully led 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. Grew Facebook followers by 74% and Instagram followers by 133% in 2016.

## Details

206-437-2747

[dzandone@gmail.com](mailto:dzandone@gmail.com)

## Links

[Portfolio](#)

[Newsletter](#)

## Skills

Passionate about writing, branding, content creation, and nourishing online communities.

Excellent oral and written communication skills.

Extensive experience in web technologies and social media marketing.

- Built editorial calendar, advertising, and promotions across all of Theo's social channels. Drove consumer engagement through ongoing promotions and giveaways including strategic partnerships with key influencers and brands.
- Developed and managed collaborations with organizations and brands including Pantone, the Jane Goddall Institute, Eastern Congo Initiative, FareStart and more.

### **Marketing Director at Caffè Vita Coffee Roasting Company, Seattle**

November 2011 – April 2013

- 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 work for online and print.

### **Writer and Social Media Manager at The Hartman Group, Seattle**

June 2007 – August 2011

- 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.

### **Editor at Amazon.com, Seattle**

September 2006 – June 2007

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