

DREW FOWLER

Marketing and Creative Director, Brand Strategy

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📍 Greater Indianapolis

EXPERIENCE

Marketing Director

Nexstar Media Group, Inc.

📅 11/2022 - Present 📍 Indianapolis, IN

Largest U.S. Local Broadcaster

- Developed and executed multi-platform marketing campaigns that contributed to WXIN/WTTV becoming one of Nexstar Media Group's highest revenue-generating stations.
- Led a successful strategic partnership with the Indianapolis Colts, increasing brand visibility and driving audience engagement across broadcast and digital platforms.
- Managed creative strategy for FOX59 and CBS4, overseeing branding, promotional content, and audience acquisition efforts that helped solidify market dominance.
- Directed multimillion-dollar marketing initiatives, optimizing budget allocation and campaign performance to maximize return on investment (ROI).
- Implemented data-driven marketing strategies, leveraging audience analytics and consumer insights to refine messaging and enhance campaign effectiveness.
- Collaborated with sales teams to develop revenue-driving promotions, aligning creative efforts with business objectives to attract advertisers and increase sponsorship opportunities.

Director, Brand Experience and Creative Solutions

Vitalant

📅 10/2019 - 11/2022 📍 United States

Blood Donation Nonprofit, 2nd to American Red Cross

- Developed and implemented Vitalant's nationwide brand strategy, crafting compelling messaging that resonated across internal and external audiences.
- Built a creative team from the ground up, establishing workflows, optimizing resources, and implementing scalable processes to enhance efficiency and collaboration.
- Led the adoption and integration of key marketing technologies, including Lytho Project Management for workflow optimization and Canto Digital Asset Management for streamlined content access and organization.
- Managed a multidisciplinary team of designers, freelancers, and external agencies to execute multi-tiered branding and marketing campaigns with precision and impact.
- Worked cross-functionally across Vitalant's diverse disciplines—including marketing, donor outreach, medical, and operations—to ensure brand consistency and strategic alignment.
- Utilized Eloqua, a cloud-based marketing automation platform, to enhance campaign targeting, improve engagement, and drive marketing effectiveness.
- Achieved a measurable increase in brand awareness and audience engagement through data-driven brand experience initiatives, strengthening Vitalant's industry presence.

Creative Services Director

CBS Corporation

📅 08/2018 - 04/2019 📍 Sacramento, CA

CBS-owned TV stations

- Managed in-house creative agency for CBS Corporation, overseeing marketing, branding, media, and strategy for television stations.
- Introduced digital campaigns that increased engagement by 50%.
- Implemented strategic production plan resulting in a 30% increase in production in the first quarter.

SUMMARY

Strategic brand architect with 25+ years of experience transforming insights into compelling narratives that drive growth and differentiation. I specialize in distilling data and market trends into strategies that resonate with target audiences and achieve business objectives. Proven success in building award-winning brand identities, fostering high-impact partnerships, and executing results-driven campaigns across diverse industries. Passionate about creating immersive brand experiences that engage customers, strengthen loyalty, and position organizations as market leaders.

KEY ACHIEVEMENTS



Brand Growth & Market Expansion

Led strategic brand initiatives that strengthened audience connections and increased market visibility through innovative storytelling and partnerships.



Revenue Optimization & Business Growth

Developed and executed creative marketing strategies that aligned with business objectives, driving brand value and enhancing profitability.



Operational Efficiency & Cost Savings

Streamlined workflows and implemented marketing automation tools to improve efficiency, optimize resources, and maximize creative impact.



Digital Engagement & Audience Development

Designed and executed digital strategies that enhanced audience engagement, strengthened brand identity, and expanded reach across multiple platforms.



Award-Winning Creative Leadership

Led teams in producing high-impact campaigns recognized for excellence in branding, storytelling, and innovation, earning industry awards for creative achievement.



Project Management & Cross-Functional Collaboration

Successfully managed complex, multi-platform projects by coordinating with stakeholders across departments, ensuring seamless execution and measurable results.

EXPERIENCE

Director Of Marketing And Community Relations

TEGNA

📅 09/2012 - 08/2018 📍 Sacramento, CA

Led award-winning in-house creative marketing and community relations agency with a focus on effective marketing and promotions.

- Led award-winning in-house creative marketing and community relations agency
- Focus on effective marketing and promotions, revenue generation, and community outreach
- Managed commercial production, event management, and design/graphics
- Developed partnerships/alliances and focused on digital development and content marketing
- Achieved top awarded station for 3 years at Promax/BDA
- Facilitated production changes resulting in 3 million dollar content marketing growth
- Elevated Facebook fans from 42k to 420k, number one in market

Creative Director

CBS Corporation

📅 02/2005 - 08/2012 📍 West Sacramento, CA

Senior Promotions Producer

Hearst

📅 01/2000 - 01/2005 📍 Sacramento, CA

Commercial Producer

Television (NBC)

📅 02/1997 - 01/2000 📍 Hartford, CT Area

Promotions Producer

Paramount Pictures

📅 01/1997 - 12/2000 📍 Sacramento, CA

EDUCATION

Communication and Media Studies

California State University-Sacramento

📅 01/1992 - 12/1995

AWARDS



3x Emmy Award Winner - Outstanding achievement in creative production



PromaxBDA Awards (23 x Gold, Silver, Bronze) - Recognized for excellence in branding, promotions, and audience engagement



GEMA Awards (2024) - Best Brand Image Promo (DMAs 1-25) & Best Copywriting (All DMAs)



Indiana Broadcasters Association Spectrum Award (2024) - Best TV Station Promotional Campaign

FIND ME ONLINE



LinkedIn

linkedin.com/in/drew-fowler-creative/



Portfolio

drewfowler.net