Drew Jaz

Drew Jaz
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How I Lead

- As an accessible manager / creative sparring partner
- With empathy, not ego
- Building team's trust to be vulnerable in their thinking
- Always coming from a solutions-oriented mindset
- Craft-first, AI-appropriate creative mentality
- Protecting craft without being too precious
- Staying calm under pressure, focusing on right outcome
- Having a strategic point of view and clear in feedback
- With a collaborative spirit across functions and regions

Core Competencies

- Building Global Creative & Content Functions
- Visual Identity, Tone of Voice & Brand Systems
- Integrated Campaigns Across Markets & Channels
- Editorial, Film, Photography & Social Content
- Agency, Studio & Production Management
- Creative Ops: Intake, Approvals & Asset Reuse
- Senior Stakeholder & Agency/Vendor Management
- Standards for AI-Assisted Creative Production

Outside the Brief

- Founder, Merchant House Antiques (Etsy)
- Lifelong collector of oddities
- Singer and Musician
- Father to human and canine

The Stack

Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro) • Figma • Miro • ChatGPT • Claude • Runway • Sora • ElevenLabs • Lovable • nano banana • Google Workspace (Docs, Slides, Sheets, Drive) • Glean • Slack • Notion • Cursor

Education

- Miami Ad School / Art Direction (2008–2010)
- Syracuse University / BA, History (2001–2005)

Citizenship

- United States
- United Kingdom
- European Union (pending 2026)

Experience

Head of Creative | Miro — July '24 – Present | London

- Built creative as a standalone global function: an 12-person multidisciplinary team across design, motion, art, copy, web, ops and production, owning every branded touchpoint across marketing, events, DemandGen and social
- Defined the core pillars of the Miro brand and scaled it into a recognizable global brand identity built to disrupt an extremely crowded SaaS / B2B market
- Concepted Miro's first true global marketing campaign - *Get Great Done* - a tagline and organizing idea that has infused and brought cohesion to every facet of the global business
- Led integrated campaigns across every channel: social, PR, paid media, and live events globally including Canvas, Miro's global keynote and in-person conference
- Worked directly with stakeholders: executive leadership, product, marketing, education, and regional teams; pushing for ambitious creative while stewarding the brand and keeping consistency across all activations
- Owned the implementation of AI tooling across the creative team, establishing new creative workflows, guardrails, and best practices for generative production
- Concepted and produced "*Rome in a Day*," Miro's first fully AI-generated brand film: an anachronistic Rome-meets-modern-tech story made entirely with generative tools
- Built the operating model behind the work: an automated briefing system, a brand asset generator and an org-wide self-serve program that redirected 60% of inbound brand requests, freeing capacity for higher-impact work
- Set the standards for AI in creative production: workflows, guardrails and humans in the loop, and built supportive internal tools including a TOV copy agent, brand-language checker and script/storyboard generator

Creative Director | YouTube • Google — May '20 – June '24 | New York

- Joined as one of the first creatives on YouTube's new in-house creative team; helped build it from the ground up, hiring and developing creative talent as the team scaled through the platform's pandemic-era growth
- Worked directly with senior leadership on brand strategy and campaign direction. Concepted, developed, and led production on global brand campaigns around tentpole purpose-driven initiatives from concept to on-site shoot to final cut: Pandemic Response (*#withme*), Sustainability (*Unf*ck It*), Media Literacy (*Hit Pause*), and Pride (*You Are Everything*)
- Helped launch YouTube Shorts globally, including the platform's Artist Breakthrough Moments series featuring Meghan Trainor

Global Creative Director | Bumble — April '19 - April '20 | Austin

- Rebuilt the in-house creative team, mapping people to their strengths, then defining the rigor and structure needed to function effectively
- Worked directly with the company's founder and CEO on brand direction and creative strategy
- Concepted and shot "*Find Real on Bumble*," a campaign built to push back on the perception that Bumble's users were too homogeneous while celebrating its actual community. Campaign shot on a shoestring across Canada, US, and Mexico. Completed in under 2 months
- Led US-based marketing, brand partnerships, and guerrilla experiential across Bumble Date, Bumble Bizz, and Bumble BFF, working tightly with field marketing on activations
- Helped design and plan Bumble Brew, a pop-up cafe in NYC that brought the brand into physical space for dates, meet cutes, and IRL connection

Advertising Agency Era — *Across 30+ brands from pitch to production*

Creative Director I dentsu mcgarrybowen April '17 - Mar '19 I San Fran
Group Creative Director I Visa Jan '17 - April '17 I San Fran
Creative Director I dentsu mcgarrybowen March '15 - Dec '16 I San Fran
Senior Art Director I MRY Publicis April '14 - Mar '15 I New York
Senior Art Director I mcgarrybowen Jan '10 - Jul '13 I New York

Please visit website to view work.

Resume.