

Deena Drewis

writer + editor

Hi. I'm Deena. I tell stories. One of my favorite things is giving an audience exactly what they didn't know they wanted. One of my other favorite things is Cheetos (original, not puffs).

A little about my career: I was the first editorial hire at **Girlboss** and previously worked as an arts and culture writer for the **Sacramento News & Review**. Later, I worked as a copywriter for the creative agency **Jones Knowles Ritchie**, where I contributed to Clio and Cannes Lion award-winning campaigns. Currently, I'm freelancing.

I'm also the founder of **Nouvella**, an award-winning, independent publishing company dedicated to novella-length works of fiction by emerging and established authors.

In 2017, I was a finalist for the **WeWork Creator Awards** and a recipient of the **Girlboss Foundation Grant** in 2015.

I live in Los Angeles, but I've only seen maybe five or six movie stars.

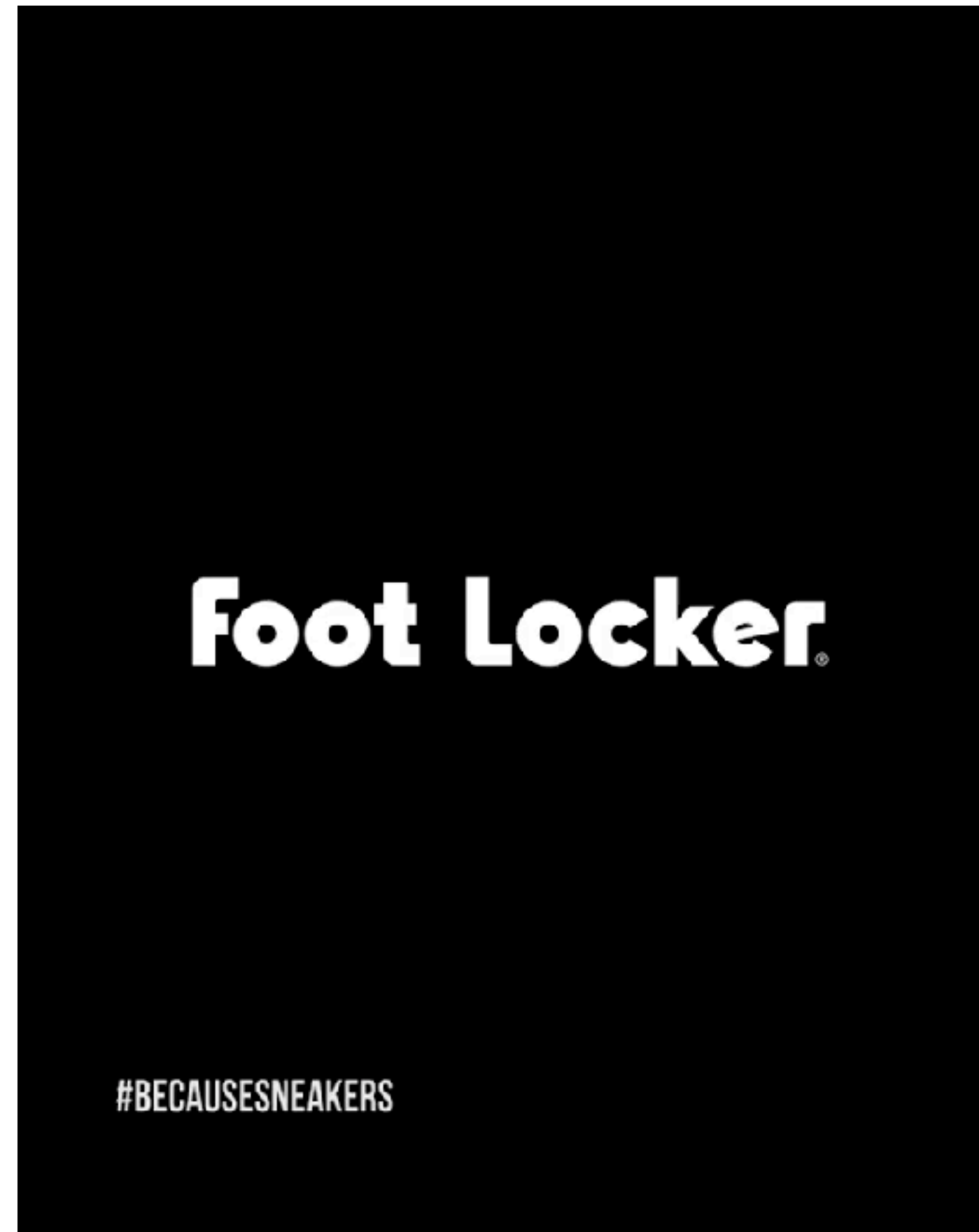


Lady Foot Locker - Rebrand

Led Tone of Voice refresh for Lady Foot Locker. Ideated activations and editorial content. Developed new social media guidelines & produced initial posts adhering to refreshed brand guidelines.



Lady Foot Locker - Rebrand



[\(Click here to watch\)](#)



Nike Women - Brand Voice Refresh

Led Tone of Voice refresh for Nike Women. Developed internal manifesto for in-house marketing team. Developed new social media guidelines. Consulted on Art Direction refresh & developed language for articulation.



Nike - AF1 Collabs - Internal Creative Direction

Developed internal manifesto for in-house marketing team for AF1 collaborations with Travis Scott, LeBron James, James Whitner, Karabo Poppy, Edison Chen, Colin Kaepernick, and G Dragon.



Dunkin' - Brand Refresh

Led Tone of Voice refresh during rebrand of Dunkin' Donuts to Dunkin'. Developed new social media guidelines & produced initial posts adhering to refreshed brand guidelines.

The New York Times

Bloomberg

Forbes

npr

Vox

BuzzFeed

TODAY

THE WALL STREET JOURNAL

SATURDAY NIGHT LIVE

Esquire

USA TODAY

IHUFFPOSTI

Dunkin' (@dunkindonuts) announced the rebrand to Dunkin' with a tweet that read: "It's official: We're going by Dunkin' now. After 68 years of America running on Dunkin', we're moving to a first-name basis. Excited to be #BFFstatus with you all #firstnamebasis #besties". The tweet included a video of a name tag that says "HELLO My Name is Dunkin'". The tweet received 4,758 Retweets and 14,818 Likes.



Winner of a Gold Clio!

Dunkin' - Brand Refresh



Dunkin' @dunkindonuts · 26 Sep 2018
Dunkin' means donuts. 🍩 Always has, always will. ❤️ #donuts4life
#enoughsaid #americarunsdunkin

57K views 0:02 / 0:06

128 252 1.4K

A video showing the word "DUNKIN'" spelled out with various donuts on a pink background. The video has 57K views and a duration of 0:02 / 0:06. Engagement metrics include 128 comments, 252 retweets, and 1.4K likes.

Dunkin' @dunkindonuts · 25 Sep 2018
It's official: We're going by Dunkin' now. 🥳 After 68 years of America running on Dunkin', we're moving to a first-name basis. ❤️ Excited to be #BFFstatus with you all 🍩🍩🍩 #firstnamebasis #besties

679K views 0:06 / 0:06

1.8K 4.7K 15K

A video showing a "HELLO My Name is" name tag with "Dunkin'" written on it. The video has 679K views and a duration of 0:06 / 0:06. Engagement metrics include 1.8K comments, 4.7K retweets, and 15K likes.

Hi Note - Brand Development

Developed brand strategy and tone of voice principles for celebrity chef Roy Choi's seasoning company Hi Note. Created initial marketing emails and CRM as examples for team's future use. Named new products.



Saucey - Web Copy & Comms

Created and implemented Saucey's cheeky Tone of Voice, establishing it as a unique, provocative brand in the on-demand delivery space. Crafted all communications, including emails, push notifications, in-app notifications, OOH, and sponsored campaigns.

Daylight Savings is Rude

Pour one out for the hour of sleep we're all going to lose.

Heads up: We're all supposed to "spring forward" at 2 a.m. on March 8th. On the upside, it's going to stay light outside a little longer and the official start of spring is so close you can almost spritz it with your Flonase.

On the downside, your weekend fun will be cut short by an hour & you'll probably be late for work on Monday. That means you gotta plan ahead a little bit & start relaxing a little earlier than normal. Like maybe...now?

SPRING THE MOST FORWARD

All Bier, No Hubbub

Jam-packed Biergartens?
Nein, we're good.

It's officially Oktoberfest, beer fans. You know what that means: two glorious weeks to pay your respects to the most widely consumed alcoholic beverage in the world. And in the instance that you're hankering for a more low-key celebration than chugging liters of the good stuff out of a boot, we're here to bring whatever you're in the mood for straight to your doorstep.

USE CODE:

dasboot5

\$5 Off your next order


DAS IST GOOT

Saucey - Web Copy & Comms

Extremely likeable.

Ketel should run for public office.

VOTE YES



A true rye-or-die.

100% that B(ulleit).


SHOOT YOUR SHOT



Suddenly Summer

That happened fast. Here, have a cocktail.

COOL OFF



SAUCEY 29m ago

Are you *truly* living más?
Deena to Uber driver after 4 drinks: I'll venmo you every dollar in my account if you take me to Taco Bell.

SAUCEY 12:30 PM

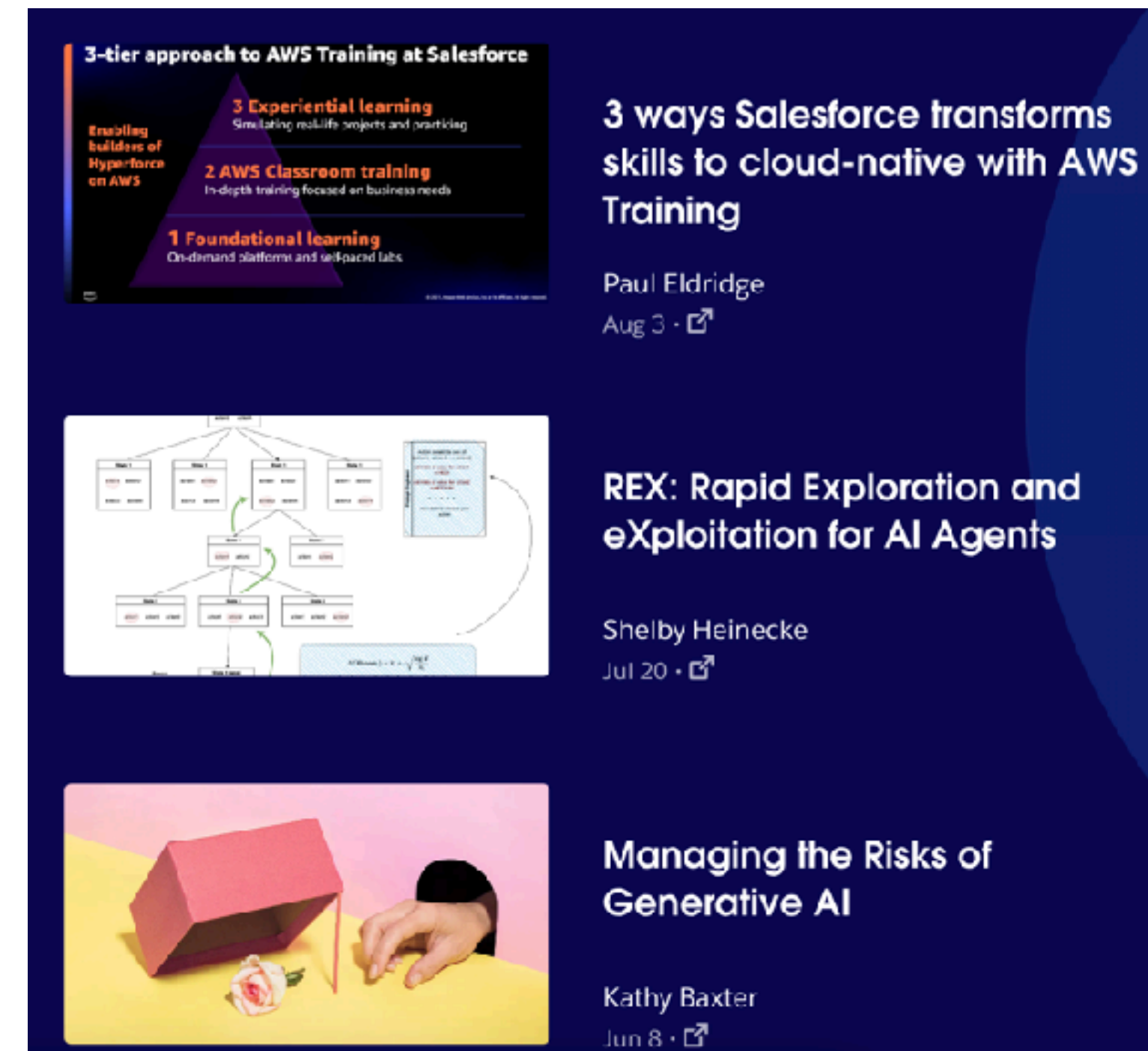
Saucey thoughts 🤔
Yeah, Aperol spritzes are pretty, but it's like they *know* they're pretty, you know?

SAUCEY Sat 6:01 PM

Daylight Savings = 🤔
"I'd like to speak to the manager."
- Deena to the government after 3 drinks.

Salesforce Engineering - Messaging & TOV Refresh

Established Tone of Voice principals for Salesforce Engineering. Created core messaging and developed an editorial strategy for in-house blog and recruitment tactics.



Metallica - Blackened American Whiskey Launch

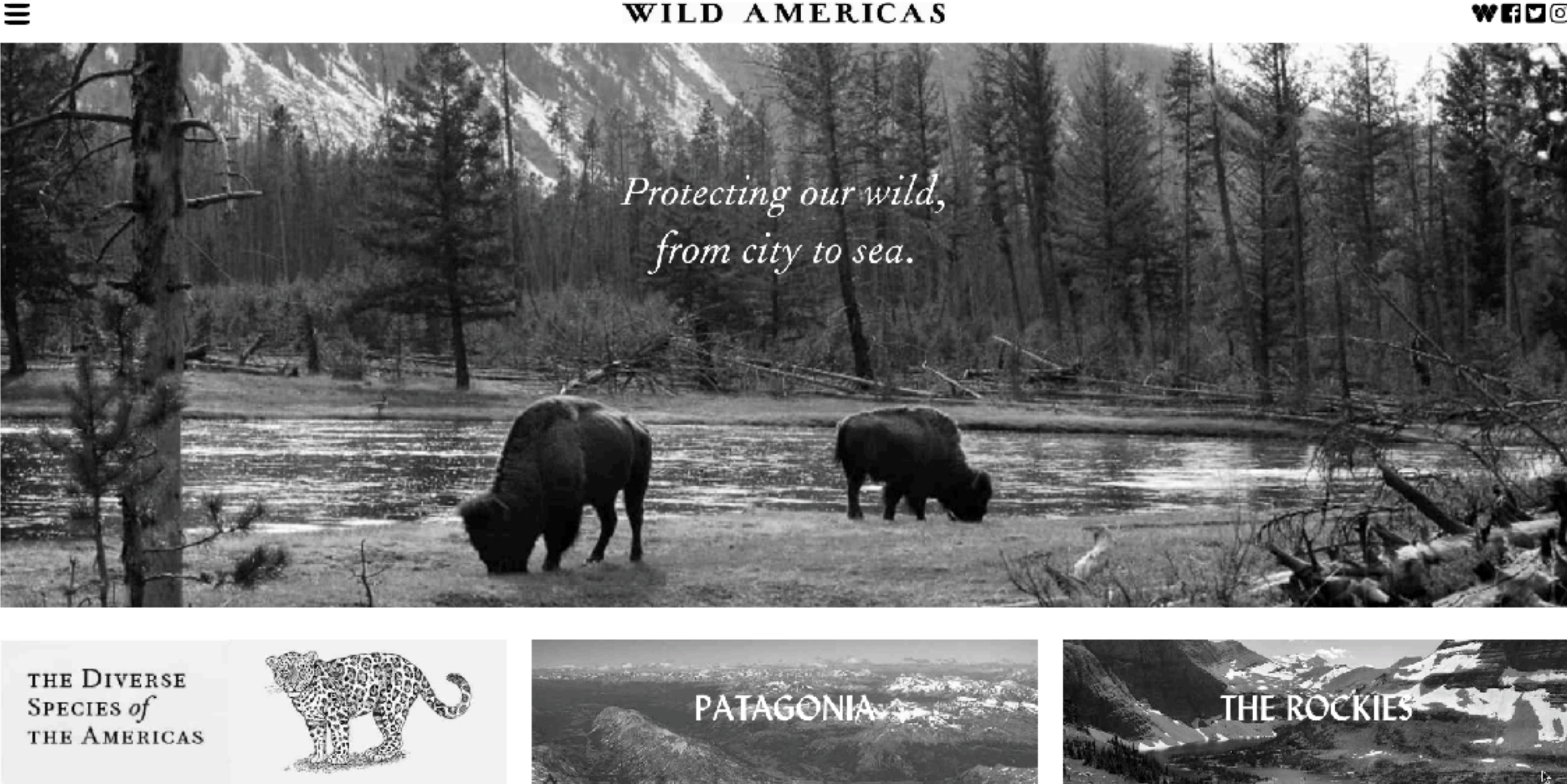
Developed and created the script for the launch video for Blackened, a whiskey developed by legendary rock band Metallica.



[Watch the video.](#)

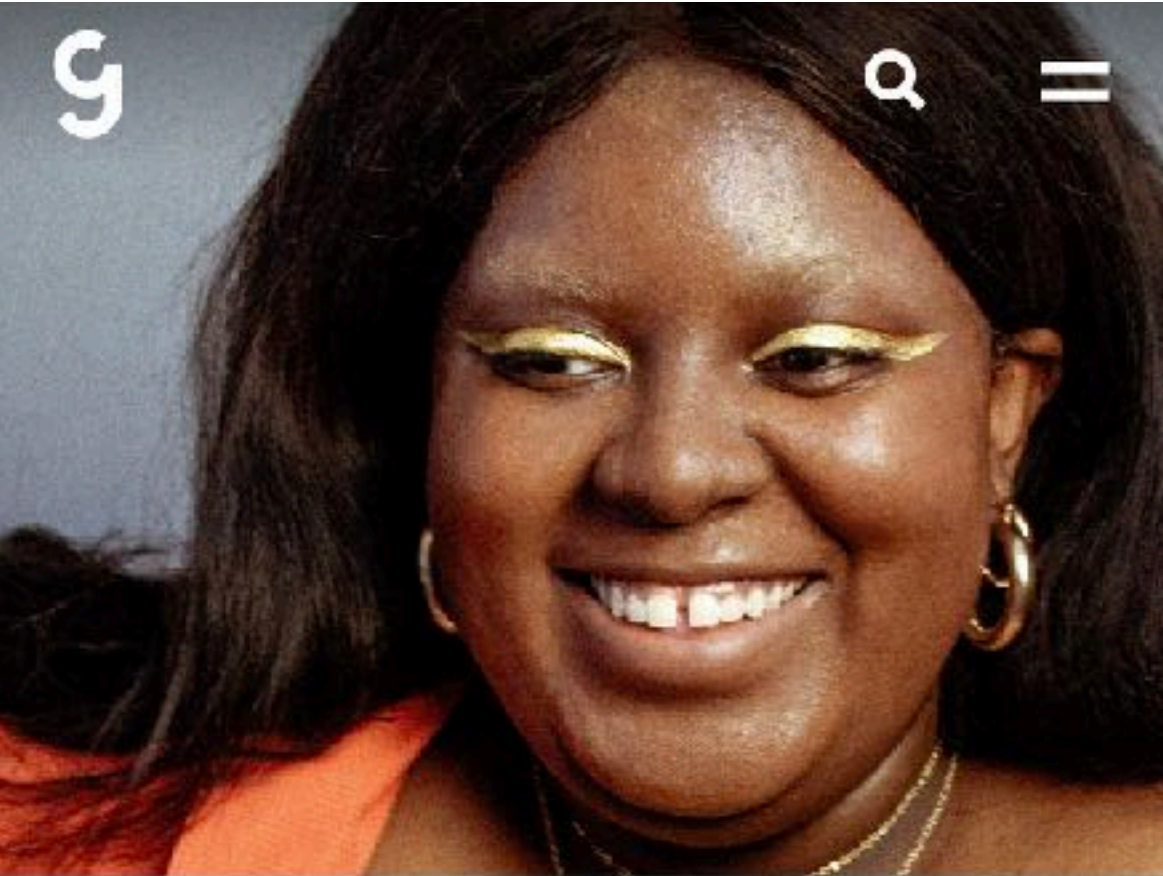
Wildlife Conservation Society - Wild Americas Initiative Launch

Developed and wrote the script for the launch of the Wildlife Conservation Society's Wild America's Initiative.



[Watch the video.](#)

Beauty & Fashion




Bedtime Stories: This Is How Your New Favorite Instagram Model Gets Ready For Bed

f
t
p
in
e


girlboss

What The Founder Of This Coveted Shoe Brand Wants You To Know About "Overnight Success"



Plants, but make it fashion.

Aurora James, founder of buzzy shoe brand Brother Vellies, has seen tremendous success over the course of a few




In Partnership With Lou & Grey

5 Can't-Miss NYC Spots When You're In Need Of Inspiration

f
t
p
in
e

by Deena Drewis
January 04, 2018

Model and entrepreneur Ally Walsh may have traded in her snow boots for sandals, but the native New Yorker never misses a chance to soak up the buzz of the Big Apple.

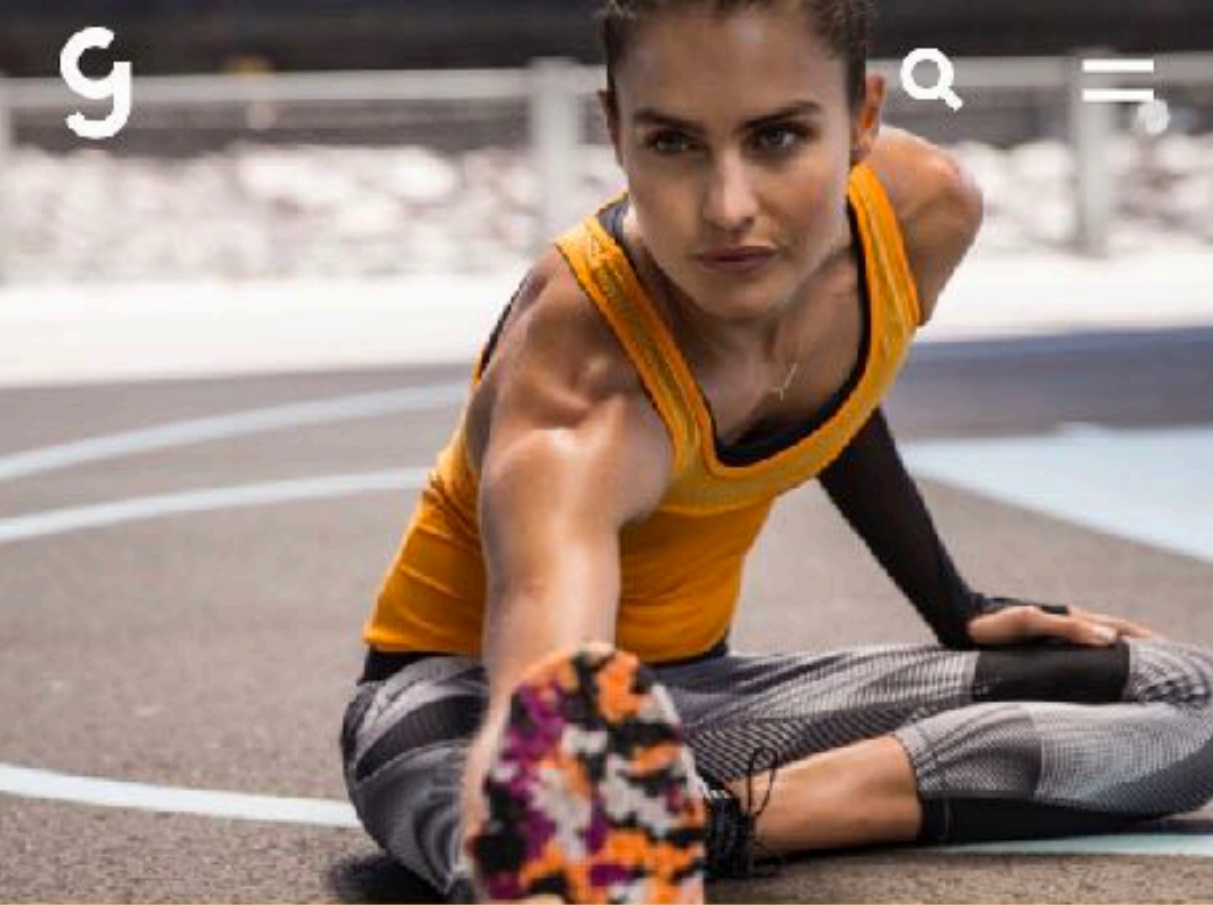


Bedtime Stories: The Nightly Routine Of One Of LA's Most Sought-After Stylists

f
t
p
in

*Alas, when Girlboss was sold and revamped, all editorial content was archived.

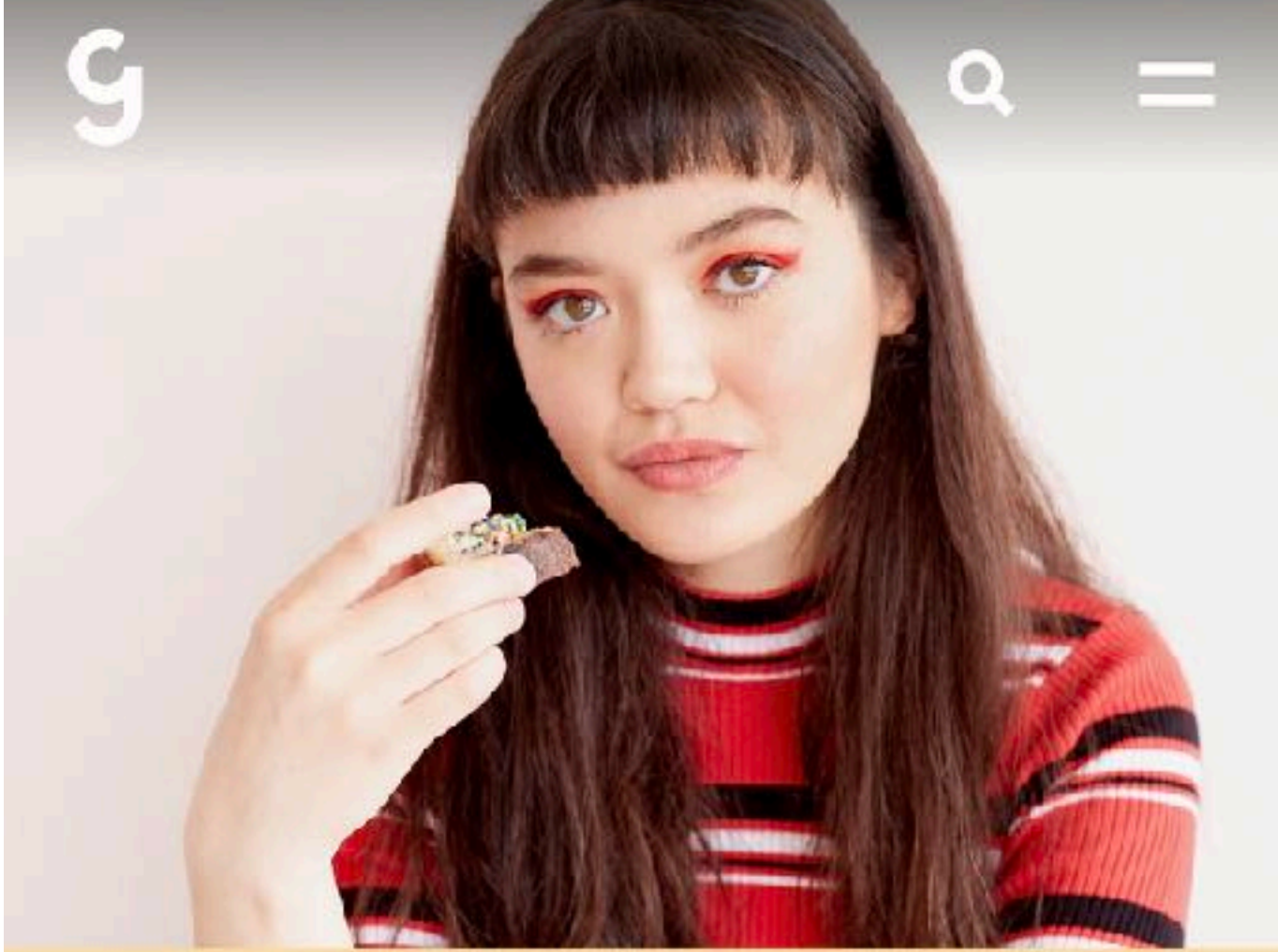
Sports & Wellness



In Partnership With Equinox



How Fitness Queen
Kirsty Godso
Manages (And
Loves) Her High-
Intensity Lifestyle



Behind The Feed: The
Dirty Flip Side Of
“Clean Eating”



In Partnership With Equinox



Meet The Veteran
Amputee And World-
Class Climber Who'll
Blow Your Mind



