

VP, Brand & Creative
Brooklyn, New York

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I am a brand and creative leader with 17 years of experience working at agencies and with clients directly to build and lead creative departments, grow brands, and produce memorable creative for all manner of media. I am also the author of Handbook for Hacks, a book on how to have advertising ideas, the co-founder of Drugs for Plants, and a designer of clothing for my own brand, Automata.

EXPERIENCE

Rugiet	I lead brand strategy across channels and run the creative studio.
VP, Brand & Creative	
2/2025 - Present	• Part of the company leadership team as we scaled the business from \$XXm to \$XXXm ARR • Repositioned the brand from gas station boner pills to performance medicine for men, and then rebranded the business across all touch points, from identity to website to packaging. • Took a 3 person creative team and built it into a 25 person creative studio with designers, copywriters, art directors, video editors, project managers, and producers. • Built an internal photo and video production function that regularly made everything from creator ads to TVCs. • Created an always on ad creative workflow that was running 50+ creators at a time, and produced, on average, 400+ ads per week. • Codified the brand for AI systems, allowing us to build accelerated workflows and increase both output and bandwidth across the team.

EXPERIENCE / CONTINUED

Freelance

Executive Creative Director

11/2017 - 2/2025

I built and managed teams that created 360 brand campaigns, social content, and stunts for companies directly and by sub-contracting for agencies in New York City, like Stink Studios, Quality Meats, and Mother.

- Tripadvisor: Created their first brand platform and wrote the TV spot for the campaign.
- Barilla: Created a TV campaign for chickpea pasta with too many chickpea jokes.
- Panera: Worked on a new brand platform to help them recover from killer lemonade.
- Venmo: Worked on an activation to help the microbusinesses on Venmo that aren't drug dealers.
- Smirnoff: Created social content and campaign assets to try to make Smirnoff cool.
- Showtime: Created real ads for a TV show by making fake ads for real businesses.
- Mercari: Wrote a holiday musical starring puppets made from items for sale on Mercari.
- American Express: Created multiple social content series to sell you money you don't have.
- Drugs for Plants: Faked a protest at Rockefeller Center and, separately, made plants weep.

Drugs for Plants

Co-Founder

10/2022 - Present

I co-founded an organic fertilizer company that is currently available in 350+ stores nationwide.

- Sourced and worked with horticulturalists and manufacturers to develop the product and packaging.
- Established direct-to-consumer, Amazon, and retail wholesale channels.
- Created numerous ad campaigns and product promotional assets, from UGC to AI and everything in between.

EXPERIENCE / CONTINUED

Ad Agencies

Copywriter

05/2009-11/2017

I worked at various ad agencies in Boston and New York, including Digitas, Havas, and Possible (now VML), as a copywriter and senior copywriter.

- Wild Turkey: Created, and often shot, social content, sometimes featuring Matthew McConaughey
- Giant Eagle: Created a 360 campaign that positioned sales as bribes.
- CenturyLink: Worked on a 360 brand refresh campaign.
- Bank of America: Created digital advertising and content for all of the Bank of America brands.
- Kaspersky: Created an interactive campaign with a Batman narrative that was approved by Christopher Nolan.
- Reporting: Wrote about the effect of untreated mental illness on young men in Boston's poorest neighborhoods.