

DREW LOEFFLER

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SUMMARY

Creative leader with 7 years of experience driving brand strategy, UI/UX design, digital marketing, and live production for a high-growth tech startup. Sole designer of a cross-platform app serving 67,000+ users, shipping 25+ major redesigns. Built a media brand from scratch and produced live multi-camera broadcasts at major industry events. Combines design expertise with data-driven marketing and hands-on team leadership.

EXPERIENCE

Chief Marketing Officer / Creative Director

2019 – Present

Odysseus Software Company — SOPO (Poker App) & PokerFlops (Media Brand)

PRODUCT DESIGN & UI/UX

- Sole UI/UX designer for a cross-platform application across iOS, Android, desktop, web, and Solana Seeker — shipped 25+ complete redesigns on a biweekly release cycle
- Led a comprehensive UI/UX overhaul that increased daily active users by 50% and drove average session duration to 28+ minutes
- Designed the full product experience: onboarding, gameplay, payment flows, and feature launches using Adobe XD and After Effects

BRAND BUILDING & CONTENT STRATEGY

- Built the PokerFlops media brand from scratch — logo, visual identity, brand voice, content strategy — positioning it as the "Barstool of poker"
- Created hundreds of original assets, videos, and social content across X, Instagram, TikTok, and YouTube; produced a branded podcast
- Designed and maintained product and brand websites for both mobile and desktop

MARKETING & GROWTH

- Drove acquisition of 67,000+ users (53,000+ new) at a \$4 CAC during beta; scaled monthly sessions from 18K to 47K (2.6x growth)
- Managed paid ad campaigns on X/Twitter and tracked performance via Google Analytics and Hootsuite to inform strategy
- Designed pitch decks and investor-facing materials contributing to a \$25M company valuation

LIVE PRODUCTION & EVENT COVERAGE

- Sole content producer at the World Series of Poker (WSOP) in Las Vegas for 3 consecutive years (most recent: 2+ months on-site), with media credentials and main stage access during live TV broadcasts
- Shot, edited, and delivered 20+ minute vlogs from hours of raw footage with same-day turnaround; worked dawn to 3–4 AM daily
- Built and operated a multi-camera live streaming studio as sole technical operator — 4 cameras, RFID table with real-time graphics, lav/boom mics, mixer, lighting, switching, and live broadcast
- Secured filming permissions by building industry relationships with players, videographers, and casino staff months in advance

TEAM LEADERSHIP

- Managed 5+ direct reports and a college intern program; oversaw an influencer network of ~50 creators
- Coordinated cross-functionally with engineering, leadership, and operations in daily standups and sprint planning

Research and Correspondence Representative

2018 – 2019

Parallon — Jacksonville, FL

- Managed insurance billing research, account reconciliation, and attorney correspondence for a healthcare revenue cycle company

Legal Clerk

2017 – 2018

Law Offices of Lyons & Farrar, P.A. — Tallahassee, FL

- Handled BP claims processing, document production, and legal support for environmental litigation

EDUCATION

Florida State University

Class of 2017

B.A. in Editing, Writing, & Media · Minor in Business · Study Abroad: Valencia, Spain

SKILLS

Design	Adobe XD, Photoshop, After Effects, Canva, Figma, Prototyping, Wireframing, UI/UX Design, Responsive Design
Marketing	Content Strategy, Brand Development, Social Media Management, Paid Advertising (X/Twitter), SEO, Copywriting
Analytics	Google Analytics (GA4), Hootsuite, A/B Testing, User Research, Data-Driven Decision Making
Production	CapCut, Multi-Camera Live Streaming, Audio Mixing, OBS, Podcast Production, On-Location Field Production
Tools	Notion, Adobe Creative Suite, App Store Optimization, Cross-Platform Design (iOS, Android, Web, Desktop)