DREW GARRISON

Head of Content – AI-Native Content Operations

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Content leader who builds scalable content systems. Twelve years explaining new, complicated products across AI, consumer tech, e-commerce, and sports media. Most recently ran an entire content function solo by building AI-assisted research and production workflows, while keeping editorial judgment, taste, fact-checking, and approvals human.

EXPERIENCE

Theoriq – Head of Content May 2025 – Nov 2026

Startup building AI-assisted yield products for tokenized assets

- Ran the entire content and communications function as a one-person team: blog, social (299K followers), email, website, docs, investor and partner decks, performance reports, and crisis communications.
- Built AI-assisted production systems in Claude Code: a daily research agent that drafted engagement recommendations for human review, and pipelines that turned approved copy into finished decks, documents, and graphics.
- Set the editorial standard for AI-assisted work: verified figures, written partner approvals, and compliance review before publishing.
- Took the company to #1 in share of industry conversation among pre-launch peers (Kaito leaderboard) and held it through launch; led launch communications for two flagship products, one reaching $21M+ in deposits.
- Wrote and designed seven performance reports and the institutional diligence package (tear sheet, strategy summary, diligence FAQ); 7 institutional allocators used the package in their reviews.
- Proposed a measurement-led content operating model after the company's repositioning; set a goal to correct how major AI models describe the company, and met it within the quarter.
- Rebuilt the company website and a design system for reports and social, both handed off fully documented.

Stealth AI Fintech Startup – Brand & Content Consultant Sep – Nov 2026

- Built the brand from zero: logo system, typography, and brand book in one week, adopted as presented; then messaging, a soft-launch site, and a social kit.
- Rebuilt the pre-seed pitch deck with the CEO around live VC feedback; she credited it with stronger investor meetings.
- Packaged brand and narrative as a Claude skill and prompt pack so the team produces on-brand work without a designer or writer.

Story Protocol – Senior Content Marketer Oct 2023 – Jan 2025

Blockchain platform for registering and licensing intellectual property

- Built the content function from scratch, owning blog, developer docs, email, and social from early stage through public launch.
- Co-defined how the company explained "programmable IP," a new category, shaping brand voice, messaging, and positioning.

Dapper Labs – Communications Manager Apr 2021 – Feb 2023

Consumer digital collectibles, including NBA Top Shot and NFL All Day

- Owned content, social, and community for NBA Top Shot, NFL All Day, and the Flow developer ecosystem.
- Shipped 20+ campaigns that doubled Twitter following from 90K to 180K and lifted social engagement 60%.

Merchbar – Growth Marketing Manager Mar 2018 – Oct 2020

- As sole growth marketer, grew monthly revenue 300% and email revenue 900% YoY, contributing to $3.1M+ in lifetime sales.

Silver Screen & Roll (Vox Media) – Editor in Chief Jan 2014 – Mar 2018

- Grew traffic on Vox's Lakers vertical 260% in four years, leading a distributed team of credentialed NBA press publishing 11+ posts daily.

SKILLS

AI & Systems: Claude Code, agent workflows, MCP connectors, review standards for AI-assisted content; built and run a live web app for a 12-team league, used daily by half of it (Cloudflare Workers, GitHub)

Content & Brand: editorial strategy, narrative and messaging, positioning, brand identity, launches, investor and partner decks

Tools: Webflow, Figma, DocSend, HTML/CSS, Playwright