

Andrew Frawley

Andrew@AndrewFrawley.com
Linkedin.com/in/Frawleya
New York, New York

Narrative & Positioning | Launches & GTM | Public Trust | Media & Executive Storytelling | Policy

I help visionary companies and leaders shape public narrative, earn trust, and accelerate adoption.

Communications and marketing leader with 10+ years of experience leading launches, positioning, policy, media, and growth for high-profile organizations across technology, politics, and healthcare.

Slingshot AI

Founding Communications & Marketing Lead

Mar 2025 - Aug 2026

- First marketing and communications hire, led high-growth launch, message development and positioning, announcing Ash, an AI therapy app, with \$100 million in funding from a16z, Forerunner, Radical, and more.
- Managed multiple agencies and 30+ deep tech and business PR relationships across NYT, WSJ, WaPo.
- Scaled Ash's active users from 20,000 to 400,000 with a blended CPI of \$1.50.
- Coached leadership (Neil Parikh / Daniel Cahn) on executive communications, positioning, and talking points.
- Built Scientific Advisory Board and managed sensitive relationships of several Congressmen, senior appointed officials, top researchers, prominent therapists, NFL players, actresses, and prominent businessmen.
- Led FDA and state regulatory engagement strategy, authored FDA statement letter, drafted national policy framework, prepared a clinical and governance presentation for FDA hearing and led executive media training.
- Shifted AI therapy media coverage sentiment +20% positive in six months, led crisis communications.

Yami, OneMind Accelerator, & The Future US

Co-founder, Advisory & Communications Strategy

2020 - 2025

- Led new initiatives for Yami, a \$500 million eCommerce company, including the development of a creator dinner series and an AAPI creative microgrant campaign.
- Co-founder of a national public affairs initiative advancing mental health policy and emerging therapies through coalition building, executive communications, and stakeholder engagement.
- Strategic advisor and mentor to OneMind's Mental Health Accelerator and Congressman Dean Phillips.

Inseparable

Strategic Communications

2023 - 2025

- Led and designed Inseparable's public engagement strategy, including work on social media, website, fundraising, email, creative, and more.
- Helped lead state legislative campaigns in 10+ states, passing 15 pieces of legislation.

Hawfish LLC, Michael Bloomberg

Communications & Creative Operations Lead

2020

- Advised strategy, communications, and creative on \$100 million media campaigns.
- Responsible for operations and internal communications of an 80-person creative team.
- Developed a viral media stunt generating a dozen media hits at WaPo, GQ, Politico and more.

Andrew Yang for President 2020

Director of Marketing, Communications Manager, Co-founder & 2nd Employee

2017 - 2020

- Founded the Yang2020 marketing team and built it to 12+, across creative, social, website, tech, merch & more.
- \$20 million in online fundraising and signed up over two million new supporters.
- Directed Andrew Yang's brand end-to-end, including appearance, signature, photography, website visuals, social media voice, branded campaigns, and the YangGang community relationship.
- Traveled the country with Andrew Yang, preparing media notes, talking points, and personal communications for over a year, including meetings with Sam Altman, OpenAI, Mark Cuban, Senators, Donald Glover, and more.
- Created defining cultural moments, including slogans 'MATH' and 'Google Andrew Yang.'
- Grew the social media audience (FB, IG, Twitter, YouTube) from 4,300 to 2,000,000+.

EDUCATION & LEADERSHIP

Virginia Commonwealth University

B.S. Marketing & Brand Management

Focus in Entrepreneurship & Product Innovation

- Essays with over 2,000,000 views: The Guardian, Slogans, Society, Life, Product.
- Recent podcasts: Andrew Yang, Patrick McGinnis, Cal Fussman, Scott D. Clary.