Drew Rosenthal



Creator of Shop Cats (1M+ followers, Webby and Telly winner) and Subway Oracle (600K+ followers). Director, creative producer, and co-founder of DinerTV.

Brooklyn, NY • drew@behappyforonce.com • behappyforonce.com (reel)
linkedin.com/in/behappyforonce

Original Series

09/2024 – 10/2025
New York, NY

Shop Cats · Creator · @shopcats

- Conceived and launched Shop Cats, reaching 450K followers across platforms within 2 months
- Led the full creative and production pipeline as creative producer, director, DP, and editor
- Now 1M+ followers across all platforms, with ~$1M in projected annual revenue
- Featured by The Today Show, The New York Times, People, Ad Age, HuffPost, and amNewYork
- Winner, 2025 Webby Awards, Social (Animals), and 2026 People's Telly Silver, Online Series

11/2021 – present
New York, NY

Subway Oracle · Creator · @subwayoracle

- Created Subway Oracle, a short-form series with 600K+ cross-platform followers
- Run the full creative and production pipeline as creative producer, director, DP, and editor
- Executed 40+ brand integrations, including Nike, Popeyes, and Dunkin'
- Featured by The New York Times, The Cut, Vulture, amNewYork, and Time Out

Fallen Media
New York, NY

Street Hearts · Co-Developer · @streetheartsnyc

- Co-developed the short-form series with Fallen Media

Work Experience

06/2026 – present
Brooklyn, NY

Co-Founder · DinerTV · diner.tv

Production studio and agency for original short-form series and social-first brand work.

- Won the competitive bid for Pinterest Presents 2026 and directed all 12 spots in 2 shoot days, with the spots running on paid social and LinkedIn for Pinterest's brand partners
- Built company operations from scratch, including payroll, production insurance, and finance tracking
- Created Viewmaxxers (@viewmaxxers), released September 2026, and co-develop and produce 1 Minute Talk Show (@1minutetalkshow), with more originals in development

05/2024 – 10/2025
New York, NY

Head of Production & Creative Producer · Mad Realities

Oversaw production company-wide while creating Shop Cats (above).

- Built scalable production systems that improved speed, consistency, and output company-wide
- Led and mentored production teams across a multi-show slate, from development to delivery
- Recruited, hired, and managed production staff across departments

01/2019 – present
Brooklyn, NY

Freelance Director, DP, Editor & Producer · Be Happy For Once

Commercial and social-first video work for brands, agencies, and production companies.

- Director, DP, Editor, and Producer on Tory Burch's New York Fashion Week campaigns since 2022
- Director, DP, and Creative Producer on The Bench, a 6-episode prank game show for Victoria's Secret PINK shot in its SoHo store, with American Picture Company
- Director and DP on WhatsApp's Times Square privacy commercial for Meta, with Media.Monks
- Director and DP on Nutrafol's 2026 Valentine's Day campaign
- DP on Dash Dares, a street game show series for DoorDash, with Loop
- DP on Airbnb's 25-piece World Cup series, shot across Los Angeles, Toronto, and New York

Other clients include Nike, Google, Amazon, Calvin Klein, Adidas, Sephora, L'Oréal, Coca-Cola, BMW, Paramount, Sony Pictures, Universal, Warner Bros., Lululemon, Vogue, and 50+ more.

Education

2008 – 2012

B.A., Cinema Studies and Neuroscience · Oberlin College