

enrique mosqueda

Summary

With over 20 years of experience as a creative leader, I cultivate an inclusive environment that fosters creativity and strategic thinking. As a decisive and personable leader who values building relationships and guiding creative teams towards excellence, I have consistently achieved success for both individuals and organizations. I am deeply passionate about creating culturally impactful and innovative solutions that effectively address the business challenges faced by brands. By staying ahead of trends and connecting deeply with audiences, I drive tangible results.

Skills

- Leadership and team management
- Passion and dedication to creative excellence
- Strategic marketing and brand storytelling
- Brand Expression, voice & tone and principles
- Cross-functional collaboration and team-building
- Strong decision-making skills
- Presentation and ability to create influence
- Communication and interpersonal skills
- Expertise in cultural trends and insights
- Analyze data and insights to inform creative decisions
- Creative team mentorship and guidance
- Expertise in creator and influencer landscape
- Continuous learning mindset
- Adaptable to new situations and work styles

Experience

Executive Creative Director, Marketing

Buck- Remote, April 2022 - April 2023

Established, strategized, and developed a global creative agency start-up in collaboration with regional and global company partners. Using data-driven insights, I identified growth opportunities and implemented agency structure, talent organization, and business strategy. With a focus on workflow processes, value proposition, market position, and diversity and inclusion, I managed a global creative team, driving excellence and expanding the client base while optimizing systems for efficiency.

Creative Director, Global Brand Marketing

Instagram- San Francisco, June 2019 - April 2022

Spearheaded the development and implementation of the first-ever global creative vision, encompassing brand strategy, visual identity, and tone of voice across, which left significant impact across the organization and the brand. Influencing global C-Suite leadership, I championed bold ideas and creative approaches, fostering collaboration among cross-functional teams. In addition to overseeing impactful brand awareness campaigns, performance marketing, and new product launches, I mentored and inspired internal multi-disciplinary teams, driving creative excellence and innovation while managing external creative agencies.

Executive Creative Director

Mother- New York, Dec 2011 - June 2019

Leading the agency's Target account, was instrumental in doubling the business through proactive pitching and expanding on agency assignments while building an ever-expanding creative group. Inspiring and managing a diverse team, I oversaw marketing communications across print, film, influencer programs, and digital content. Alongside leadership duties, I actively contributed to fostering a strong team dynamic, championing diversity and inclusion, new business pitches, and branding explorations.

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Relevant Experience

Consulting Executive Creative Director

Freelance and Consulting- New York, *Jan 2010 - Dec 2011*

Collaborated closely with renowned clients and advertising agencies to deliver creative solutions that make a lasting impact. As a creative leader, I provided strategic direction and utilized my extensive experience in the advertising industry to present and create compelling and effective solutions that exceeded expectations.

Group Creative Director

Dentsu McGarrybowen- New York, *May 2008 - Dec 2010*

Led and managed a creative team, ensuring high standards of quality and creativity in the development of concepts and campaigns, aligning creative work with client goals and objectives, and contributing to the agency's overall strategy and vision while staying ahead of emerging technologies and cultural trends.

Head of Art/Group Creative Director

Saatchi & Saatchi, London, *May 2006 - June 2008*

Led and managing visual communications and branding initiatives, overseeing diverse teams across different time zones and languages to maximize our impact. Additionally, I spearheaded branding explorations, established global creative guidelines, and ensured the cohesiveness and effectiveness of our ad design, model casting, and selections of photographers and directors, all contributing to the creation of impactful global marketing concepts and systems.

Associate Creative Director

Goodby, Silverstein & Partners- San Francisco, *May 2004 - May 2006*

Led and inspired creative teams, collaborating closely with clients to develop strategic marketing campaigns that delivered compelling concepts driving brand success, leveraging expertise in fashion and technology to resonate with target audiences, and overseeing the entire creative process to ensure high-quality deliverables aligned with brand identity and business objectives.

Senior Art Director

Deutsch- New York, *March 2001 - May 2006*

Oversaw marketing for fashion, beauty, and luxury clients, mentoring a team of designers, fostering client relationships, and delivering innovative campaigns that drive brand awareness and customer engagement across various touch-points, exceeding client expectations and contributing to overall success.

Junior Art Director/Designer

Wieden+Kennedy- Portland and New York, *April 1999 - March 2001*

Collaborated with cross-functional teams to develop compelling marketing campaigns and visual assets, continuously refining my skills to deliver impactful campaigns that resonate with target audiences, embracing challenges and opportunities to make a positive impact on both the team and clients.

FOR MORE DETAILS: <https://www.linkedin.com/in/emosqueda/>