

# Moises Escobar

## ABOUT

- Nope, I'm not related to Pablo Escobar. I'm just a millennial (or gen-z depending on who you ask) hailing from the midwest that enjoys nerding out on creativity, business, and all things music.

## CONTACT

- 239-961-7094
- escobar.moses@gmail.com
- www.moisesescobar.com

## EDUCATION

- Florida State University
- Tallahassee, Florida
- B.A. in English Literature 2017

## SKILLS

Focus Group Moderation / In Depth Interviews  
Simmons OneView / Mintel / eMarketer  
RealEyes / NeuroInsight / iWork  
Trend Research / Insight Cultivation

## INTERESTS

Behavioral Economics / Music Business  
Psychology / Anthropology / Education  
MAIP / ADCOLOR / Market Research

## EXPERIENCE

### Personal Sabbatical

Jun. 2019 - December. 2019

- Took time off from my advertising role to travel and spend time with distant family. My travels took me to Spain, the U.K. and South Africa,

### FCB Chicago

#### Strategic Planner

Oct. 2018 - May 2019

- Developed brand strategies by synthesizing cultural, consumer, and business research in service of solving business problems for brands including Michelob ULTRA, Good Year, and StateFarm.
- Assisted in thought leadership pieces around consumer behavior and retail marketing to inform clients about trends in marketing and advertising
- Led creative strategy for a new business pitch, by uncovering insights

### FCB Chicago

#### Associate Strategic Planner

Aug, 2017 - Oct. 2018

- Produced in depth research documents to answer key business questions which helped direct our clients marketing efforts.
- Assisted in facilitating workshops with brand clients, consumers, and internal teams.
- Assisted in recruitment initiatives to by traveling to industry conferences and inform young prospective talent about what FCB offers.

### Energy BBDO

#### Account Management Intern

Jun. 2017 - Aug. 2017

- Coordinated organizational systems by creating spreadsheets that helped creatives better access social assets for future use.
- Lead meetings and directed internal team initiatives that led to the implementation of a campaign for a Chicago startup