

Moises Escobar

creative strategist

ABOUT

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

CONTACT

- 239-961-7094
- escobar.moses@gmail.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

MAIP / ADCOLOR / Diversity & Inclusion
Market Research / Behavioral Economics
Psychology / Philosophy / Education

EXPERIENCE

FCB Chicago

Strategic Planner

Oct. 2018 - Present

- Assisted on brand strategy and consumer insights for brands that include Michelob Ultra and Goodyear
- Briefed creative teams in order to develop integrated campaign work
- Developed thought leadership pieces around consumer behavior and retail marketing

FCB Chicago

Associate Strategic Planner

Aug. 2017 - Oct. 2018

- Produced in depth research documents that answered brands key business questions which helped direct marketing efforts.
- Facilitated workshops with brand clients, consumers, and internal teams.
- Assisted in recruitment initiatives that helped fill vacancies in strategy department by traveling to industry conferences and universities.

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
- Managed a Fortune 500 CPG brands Youtube stream.