

Moises Escobar

ABOUT ME

Brand strategist with 7+ years of experience helping iconic brands grow by leveraging cultural insights and consumer behavior. I'm driven by a passion for what makes people tick and how that connects to business goals. When I'm not immersed in strategy, you'll find me surfing Venice Beach or trying to rack up cycling miles.

CONTACT

239-961-7094

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EDUCATION

Florida State University

B.A. in Literature

BRANDS IVE WORKED ON

Subaru / Taco Bell / McDonald's

Miller Lite / Topo Chico / Blue Moon

Intel / Goodyear / Michelob Ultra / State Farm

SKILLS

Focus group moderation / In depth interviews

MRI Simmons / Mintel / eMarketer

RealEyes / NeuroInsight / iWork

Trend research / Insight cultivation.

Bilingual (Spanish)

INTERESTS

Behavioral Economics / Music Business

Psychology / Humanities / Education

MAIP / ADCOLOR / Market Research

WORK EXPERIENCE

Deutsch LA

Associate Strategy Director

Sept 2024 - Present

- Co-leading strategy for Taco Bell's value business, helping redefine how the brand shows up in a competitive category without compromising on the key tenets of the brand.
- Steering the development of Taco Bell's 2025 international work, uncovering regional consumer insights and cultural nuances that are helping tailor communications across multiple global markets.
- Using qualitative and trend research to uncover unexpected insights that fuel creative development for seasonal LTOs.
- Partnering with cross-functional teams to identify proactive opportunities for Taco Bell to meet its business goals both domestically and internationally.

Alma DDB

Senior Brand Strategist

May 2023 - Sept 2024

- Partnered with cross-functional teams to translate client briefs into creative strategies grounded in culture and behavior.
- Worked on brand strategy for McDonald's, Molson Coors, and PNC—balancing data, cultural context, and intuition to solve complex business problems.
- Developed briefs that inspired integrated creative solutions, guided by a strong understanding of the consumer and the moment.

Carmichael Lynch

Senior Brand Strategist

March 2022 - May 2023

- Created thought leadership on topics that would influence key marketing decisions for Subaru of America. Topics included multicultural marketing, automotive branding, and drivers of retail automotive shopping.
- Conducted in depth interviews and synthesized learnings as inputs to new business pitches and creative work for retained clients.
- Wrote briefs that translated brand challenges into clear creative direction, helping launch creative campaigns.