

# RAUL MENDEZ

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Born in Puerto Rico, raised by an English teacher and a handyman. I have a Bachelor's degree in Psychology and three quarters of a Master's degree in Industrial Psychology, which I plan to get back to at some point in my life. Maybe. Throughout my career I've had the opportunity of working on pretty much every type of client and so far, saving dogs has been my absolute favorite.

## MULLENLOWE NY

SR. COPYWRITER | NOVEMBER 2018 - PRESENT

Currently a senior writer trying to make ideas happen for jetBlue, Hawaiian Tropics, eTrade and Schick razors. Doing TV work, social, digital and activations for global and national campaigns.

## VML NY

SR. COPYWRITER | MAY 2018 - NOVEMBER 2018

Spent most of my time as a senior writer doing work on global campaigns for New Balance inside their running division, leading all client presentations and productions calls. The other half was spent working on multiple Johnson & Johnson brands executing work for for TV, social and digital.

## ANOMALY NY

SR. COPYWRITER | NOVEMBER 2017 - MAY 2018

Joined the agency as part of the Last Silo, a special team of hybrid creatives that were not only bilingual (Spanish/English) but bicultural as well. Worked as a senior writer for Don Julio Tequila, Beautyrest, Buchanan's Whiskey and some social work for Google Assistant.

## DIESTE DALLAS

ASSOCIATE CREATIVE DIRECTOR | 2013 - 2017

Joined the agency as a mid-level writer on Nissan where I wrote and presented TV scripts for various car models. Was then promoted to senior writer and subsequently to Associate Creative Director in less than 3 years. As an ACD I led a team of 8 creatives handling everything from social to national TV campaigns for AT&T/DirecTV's Hispanic business. My work here was recognized by Cannes Lions, Facebook Awards, Webby Awards, One Show and appeared on Fast Company, CNN, BBC and Wired to name a few.

## M8 MIAMI

SR. COPYWRITER | 2010 - 2013

In my first experience after leaving my country, I worked as a content manager for the Puerto Rico Tourism Company writing everything from blog posts, website copy, UX copy to banners and social copy. Eventually made it up to senior writer where I worked on brands like PlayStation, Starwood Hotels, Hertz and Sony Electronics for the LatAm market.