

Peter Mendez

1274 Waterview Court
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t. 646.765.5596
e. peter@pmendez.com

ABOUT ME

I am a highly accomplished Creative Director with 25 years of experience delivering award-winning, results-driven creative for a diverse range of brands. Most recently, I served as Managing Director and Experience Director at Crafted, a leading independent digital agency in NYC. In this comprehensive leadership role, I oversaw all facets of the business, including new business development, team management, client relations, creative oversight, and web development.

Known for crafting innovative, engaging solutions that connect with audiences and drive results, my extensive portfolio includes work for global clients like BMW, Duracell, NBA, Visa, Emirates, HP, and Gillette. My campaigns span cross-channel marketing, digital platforms, and experiential experiences, earning accolades from prestigious industry awards such as Cannes, Clios, One Show, and D&AD.

Having recently sold his company and relocated to Weston, Florida, I am now seeking new opportunities to leverage his deep expertise and passion for growth in a dynamic organization.

EXPERIENCE

Managing Director, Experience Director

CRAFTED: New York City, NY

November 2011 - December 2024

- Founder and Managing Partner of an independent digital agency in NYC outputting beautifully crafted digital experiences.

Clients: Duracell, AMC Network, Aaptiv, Asics, Izod, Banana Republic, NBA, Walmart, NY International Autoshow, Bloomberg

Associate Creative Director

BBDO: New York City, NY

July 2012 - May 2014

- Creative Lead
- Client Management and Presentations.
- Staff Hiring, Managing, Mentoring & Development.

Clients: Citi, Visa and NY State, Emirates, HP, Gillette, Cognizant

Associate Creative Director

KIRSHENBAUM BOND SENECA + PARTNERS

May 2008 - June 2012

- Creative Lead on several high profile 360 BMW projects.
- Helped launch the BMWi brand here in the United States
- Oversaw the BMW brand and maintained its Company Identity on all Tier 1, Tier 2 and Tier 3 marketing efforts.
- Staff Mentoring & Development.

Clients: BMW, Wendy's, Panasonic, Dyson

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EXPERIENCE

CONTINUED

Art Director

SAATCHI & SAATCHI : New York City, NY

December 2004 - April 2008

- Was part of a special design team assembled to enhance and work on all aspects of the agency.
- 2007 Saatchi & Saatchi NY - Cannes 'Agency of the Year'

Clients: Ameriprise, Air Tahiti Nui, Folgers, Stuffit Deluxe, Wendys, Miller Lite, I Love NY

Art Director

SPIRIT MEDIA : New York City, NY

May 2001 - December 2004

- Branding, Website Design & Development and Management, Book Design, Menu Design and various other event collateral.

Clients: Rocco Dispirito, Union Pacific Restaurant, Rocco's Restaurant.

Creative for Hire

PMENDEZ.COM : New York City, NY

December 1992 - December 2002

- Branding, Website Design & Development and Management

SKILLS

Strategic Leadership · Creative Ideation · Team Leadership · Client Communication · Business Development · Go-to-Market Strategy · Cross-team Collaboration · Digital Marketing · Customer-Focused Selling · Consumer Insights · Stakeholder Management · Client Relations · Analytical Skills · Key Metrics · Product Marketing · Oral Communication

ACCOLADES

2013 Best Marketing Campaign, 2013 One Show, 2012 IAB Mixx Gold, 2012 ADC Integrated Gold Cube, 2011 LIA Silver

FOUNDATION

Bachelor of Science, Architecture

THE CITY COLLEGE OF NEW YORK : New York City, NY

September 1999 - June 2004

High School Diploma, Industrial and Product Design

THE CITY HIGH SCHOOL OF ART & DESIGN : New York City, NY

September 1987 - June 1991