Mackenzie Squires

Executive Creative Director / Group Creative Director / Creative Strategist



Passionate, award-winning creative leader

My strengths are elevating the creative product and forging strong client relationships, and my passion is inspiring and mentoring creative and production teams. I'm everyone's cheerleader, a die-hard collaborator, and an optimist.

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Executive Creative Director

May 2021 – Present

TIERNEY | PHILADELPHIA, PA

Clients: Xfinity, Independence Blue Cross, Fine Wine & Good Spirits, PECO, TD Bank, Yuengling, Jazz Pharmaceuticals, School District of Philadelphia, AmerisourceBergen, Bluecoat Gin, PA Tourism, and August Wilson African American Cultural Museum.

Oversee the creative department of art directors, writers and designers and in-house content studio of editors, animators, and integrated producers. Since 2021, I have pushed our production offerings from serving a single client to all clients, making another profit center for the agency. Oversee all creative lines of business at the executive level, ensuring the strategy is sound, the creative is breakthrough, and KPIs are met or exceeded. Award-wins have increased 20% YoY since 2021. Winning track record of securing organic business growth YoY across Xfinity, PECO, Independence Blue Cross. Foster collaborative trusting relationships with all team members, peers, and clients. Collaborate on all SOWs and staff plans. Latest new business wins include Bluecoat Gin and WorkMoney. Executive sponsor for agency DIEBA & Culture teams. My biggest personal accomplishments are having the honor to work with the most passionate, raw, honest, empathetic, and wildly creative/production team and serve as innovator and lead for Kensington's Mastbaum CTE High School's Graphic Design & Film/Video Studies agency mentorship program.

Group Creative Director

July 2018 – April 2021

TMA | Dallas, TX

Clients: Cheetos, Lay's, Smartfood, SunChips, Frito Lay® Variety Packs, Promised Land Dairy, Top Golf, and Kendra Scott.

Oversaw the creative team and end-to-end 360-degree consumer experience solutions across seven national brands. Mentor and nurture art directors and writers in honing their craft to develop the most thought-provoking creative possible. Trusted partner to my peers, agency leadership and clients. Advocate for inclusivity, diversity and a respectful workplace. Skilled and enthusiastic presenter. Work in lockstep with strategy and account leads to inform client business and creative briefs. Continuously improving internal processes to make us more efficient and productive. Contribute to SOWs and estimates. Manage creative resources and schedules. Facilitate hiring and promoting team members. Mine organic growth opportunities and pitch new business.

Creative Director

October 2015 – July 2018

VML | Dallas, TX

Clients: Microsoft One Commercial Network, Sam's Club, 84.51°, Murphy USA and Red Heart Yarns.

Oversaw, led and inspired multiple creative teams to develop smart, idea-driven, beautiful, digitally-innovative work. Advocated for collaborative, healthy client-agency partnerships. Partnered with strategy to create sound, inspiring creative briefs. Partnered with product design and UX to create smart, seamless digital experiences. Helped identify future opportunities for the agency. Reviewed estimates, allocated resources and managed creative team schedules. Skilled public speaker and presenter.

Creative Director

March 2015 – October 2015

TracyLocke | Dallas, TX
Managed and led writers and art directors on the Samsung Mobility account and the Samsung Insider partner website. Oversaw and contributed to a breadth of work that included management of the Samsung Insider website, development of online promotions for the Samsung Insider, development of offline promotions for new devices, ad units, messaging toolkits, white papers, VIP letters, presentation decks and new business.

Associate Creative Director

November 2010 – March 2015

Integer/TBWA | Dallas, TX
Client roster included AT&T, Nutella Hazelnut Spread, Nasher Sculpture Center, 7-Eleven/Slurpee, DFW Airport, FedEx and Treasury Wine Estates. Oversaw and contributed to a breadth of work that included retail advertising, shopper marketing, consumer activations, ad units, websites, social media, visual merchandising and new

Senior Writer

October 2002 – October 2010

The Richards Group | Dallas, TX
Wrote, concepted, and produced brand TV, print, radio, digital, augmented reality and ambient media for a variety of national and local clients such as The Home Depot, Home Depot Canada, American Greetings, Hyundai, Suddenlink, Summer's Eve, Bridgestone Tires, Florida Department of Citrus, Reliant Energy, Giant Eagle Grocers, EXPO Design Center, Sub-Zero/Wolf, 21st Century Insurance, Cincinnati Children's Hospital and new business.

Education

The Creative Circus, Atlanta
Advertising Certificate
Various student awards & the Norm Grey Scholarship

Oglethorpe University, Atlanta
B.A. Communications & Psychology
Dean's List

Awards

Shortlist – One Show

Effies

Bronze – Creativity & Innovation, Reggie Awards

Gold – Influencer Marketing Campaign, Reggie Awards

Gold – Experiential Marketing Campaign, Reggie Awards

Best in Category – Experiential Activation by a Package, Adweek Experiential Awards

Gold – Best in Category, PIAG

Silver – Show South

Golds & Silvers – Addys; Philadelphia, Dallas, Atlanta

References

Available upon request.