

PILAR MCQUIRTER

CULTURAL STRATEGY DIRECTOR

www.ayypilar.com | 312-480-1007 | pilar.mcquirter@gmail.com

ABOUT ME

Pilar is a catalyst for the culture and isn't afraid to speak from the heart. Her ability to empathize with and uplift different societal lenses is a trademark seen within her work. At every turn, she finds unique opportunities for companies and creatives to center diverse voices and create work that propels the cultural conversation.

PROFESSIONAL SKILLS

Presentation / Communication
Cross Functional Collaboration
Leadership / Team Management
Research / Insight Development

EDUCATION / ACCOLADES

BA Marketing & PR, Columbia College Chicago
2021 ADWEEK Creative 100
2019 ADCOLOR Future / 2022 Advisory Board
2016 MAIP

WORK EXPERIENCE

Strategy Director | Cashmere Agency LA

December 2021 – Present

Amazon Music – Hip-Hop 50

Pitched and won the HH50 business for Amazon Music. I managed a team of six strategists to define Amazon Music's first Global Hip-Hop Platform Strategy which included global stakeholder interviews, brand positioning, tone/voice. Additionally, we guided creative development through briefs & brainstorming.

Danone Swap it with Silk – Influencer Campaign ft. Kelly Rowland

Scaled the Danone Business by managing a team of three strategists to launch their new product: Silk Next Milk. Through a defined cultural & social strategy, influencer approach, and rollout plan to promote the product across social platforms all year long.

The New Vanguard | Co-Founder / CSO & COO

June 2021 – Present

Creatives of Color, WNDR Museum

Concepted & executed a year-long art exhibition series at WNDR Museum ft. Nikko Washington, Alex Carter Brand, Tubs, and Crowezilla as seen in Chicago Tribune, FOX, and Chicago Sun-Times.

Legacy of Now, Brown-Forman

Concepted & executed a year-long artist partnership with Brown-Forman brands (Tequila Herradura, Woodford Reserve, and Jack Daniels) with artist-centered programming: private dinner, party, panel discussion, and non-profit fundraiser.

Spirit of Style Campaign, Woodford Reserve

Pitched and won the first lifestyle campaign for Woodford Reserve that yielded an exclusive product, artist partnership, and experiential activation at Soho House Los Angeles.

Classic Remix, Jack Daniels

Concepted & Scaled a fashion collaboration & grant program for Jack Daniels. Developed artist partnership strategy and managed exclusive product production. Scaled the \$100k grant program, by building a PR and Paid Media strategy and created short-form social content and experiential activation in Los Angeles, CA.

Cultural Strategy Director | MullenLowe LA

October 2020 – December 2021

New Business, North America

Defined the Cultural Strategy philosophy and approach which was included in over 9 new business pitches and opened up scope across offices within North America.

Social Purpose, Patron & Two Lane

Defined the first social impact platform strategy for Patron and Two Lane that helped both brands define how they could make more culturally inclusive work and how they can measure it.

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WORK EXPERIENCE

Talent Program Manager & DEI Strategy | Havas Chicago

March 2019– September 2020

Program Management

Developed DEI Strategy for Havas Chicago that outlined cultural campaigns, community partners, and budget. Executed programming by acting as the cross function team lead, and improved programming through consistent audits.

Accomplishments:

- Scaled #BLACKATWORK activation across North America
- Expanded Havas Faces ERG by cultivating & leading cross-functional equity groups to drive DEI Programming & creative campaigns

Strategist | Havas (Annex) Chicago

June 2017 – April 2019

Produced quarterly trend & competitive reports and creative briefs for key clients such as R.J. Reynolds and Coca Cola while also curating event programming for the Annex Gallery space.

Accomplishments:

- Selected by CEO as Chicago representative for Havas' Global All Inclusive (DEI) Program
- Established Havas Chicago's first Employee Resource Group: Havas Faces
- Selected by Kat Gordon, Founder of 3% Conference to produce #BlackAtWork Activation

CASE STUDIES



2023 | The New Vanguard

Creatives of Color, WNDR Museum

Increase awareness and local visits to the WNDR Museum in Chicago by amplifying the experience of museums through diverse representation. We curated 4 Vanguard artists to create an immersive exhibition and host event programming within the space. Results: 11M+ Impressions // \$100k+ in publicity value



2023 | The New Vanguard

Classic Remix, Jack Daniels

Connect with multicultural streetwear enthusiasts by continuing an ownable program that connects Jack Daniels to fashion culture. Two custom drops by new wave designers, and a \$100k grant program for next-generation designers. Results: 25M impressions and more!



2022 | Cashmere Agency

Swap it With Silk, Danone

Introduce multicultural audiences to Silk's new product: Silk Next Milk, by demonstrating how plant-based eating ≠ compromising on flavor through a social / influencer campaign with celebrities, BIPOC business owners and creators that showed how to #SapItWithSilk || Results: 655M Impressions, and more!



2021 | MullenLowe Los Angeles

Create Your Own Karma, Credit Karma

Promote fintech / banking services by supporting our audience in overcoming their financial insecurities through TV, OLV / Digital / Influencer, and Social assets we affirmed their efforts and encourage them to create their own karma with Credit Karma Results: Increased adoptions of services by 10.6M users, and more!