

MARK RONQUILLO

*Executive Creative Director
Advertising Heretic*



CONTACT



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SUMMARY

After 20+ years of leading creative on iconic brands at top agencies, Mark believes that advertising's past is holding it back from evolving for the future. He's an outspoken critic of the advertising status quo and currently exploring what modern creativity should look like in the next decade.

KEY SKILLS

- Asking the important questions
- Building productive client relationships
- Optimizing process and schedules
- Passionate presenter
- Recognizing diamonds in the rough
- Enthusiastic team builder and mentor
- A drive for diversity

EDUCATION

BA IN POLITICS

Wake Forest University, Winston-Salem, NC.

AGENCY EXPERIENCE

EVP/EXECUTIVE CREATIVE DIRECTOR

Saatchi & Saatchi, NY • August 2007 – September 2023

Executive creative lead on P&G's Personal Health Care Brands (Pepto-Bismol, Align, Metamucil, Vicks VapoRub, Nyquil/Dayquil/ZzzQuil and Sinex) and Surface Care (Swiffer, Mr. Clean) overseeing appx 8 creative teams on tv, print, social/digital, design and PR. Intimately involved in strategic development, creative briefs and research. Previously served as Global ECD on P&G Dish brands around the world, overseeing teams at 6 regional hubs in London, Warsaw, Beirut, Mexico City, Tokyo and Singapore, as well as the NA business. Regular interaction with P&G brand leaders, senior management and CMO. Other P&G account experience include Gillette, Oral-B, Crest and Scope.

SVP/CD *McCann Erickson, NY • 2005 – 2007*

VP/CD *Lowe Worldwide, NY and London • 2000 – 2005*

VP/ACD *APL, NY and London • 1998 – 2000*

ACD *MVBMS/Euro RSCG, NY • 1997 – 1998*

CW *BBDO West, Los Angeles, CA • 1995 – 1997*

CW *The Richards Group, Dallas, TX. • 1993 – 1994*

BUSINESS EXPERIENCE

CO-FOUNDER OF SECOND MOUSE CHEESE SHOP

Pleasantville, NY • April 2019 - Present

Second Mouse Cheese was created to celebrate and support America's small batch cheese producers with an emphasis on New England cheesemakers. Voted Best Cheese Shop by Westchester Magazine in 2023

- Best Grilled Cheese 2022
- Voted Best New Store 2019. 2023 revenues projected at \$850k+. Since opening, business has expanded into catering, classes, private events and a growing farmer's market presence. Featured in many local publications, including The New York Times.

FOUNDER OF DROPPA-TENT, LLC

Croton-on-Hudson, NY • April 2021 - Present

Created a children's play tent DTC brand. Developed tent prototypes, sourced global partners for custom-made fabrics and production, created e-comm website and filed patent and trademark applications. droppa-tent was chosen by Clamour, a toy industry influencer's panel, as one of the Best Toys of Spring/Summer 2022.