



CREATIVE LEAD

Someone Somewhere:

Someone Somewhere is a lifestyle brand defined by the principles of freedom and goodwill. We create clothing that is great for the people who wear them and the people who make them, by joining forces with indigenous communities and incorporating their high-quality designs into awesome products that match their travel lifestyle.

Job Description:

We are looking for a Creative Lead to create and execute the brand's visual strategy by conceiving, generating, and curating all the assets for our communication by leading an internal team, and working with external content creators to attract, retain and increase client's loyalty and reinforce our brand's value proposition.

This is a unique opportunity for a creative, passionate, organized, and enthusiastic *someone* to be involved in a fast-growing apparel brand that seeks to break the poverty cycle of thousands of artisans while creating the most functional and cool travel products.

What You Will Do:

- Work with the brand lead to create new ideas for company branding and marketing communications
- Evaluate trends, assess new data, and keep up-to-date with the latest marketing techniques
- Direct brainstorming and creative process to develop our communication campaigns
- Shape brand standards and create procedures to ensure all our marketing and branding assets are appropriate
- Supervise the department's daily workflow, assign project workloads, and monitor deadlines and budgets
- Lead the creation of visual materials for physical and digital media
- Ideate, brief, develop and execute premium and purposeful visual storytelling.
- Assure holistic messaging across all channels
- Drive strategic ideation and content/asset creation for key marketing stories
- Push the boundaries of digital and physical first experiences and content
- Deliver holistic creative campaigns and assets across Narrative, Design, Media, and Communications.
- Elevate the design aesthetic of deliverables while ensuring brand integrity and consistency.

- Provide and support "big idea" strategic thinking to enhance our brand equities while supporting our company, direction, and objectives.
- Collaborate closely with Marketing, Communications, Retail, and E-commerce teams on messaging to support all creative and branding endeavors.
- Guide the team in the overall direction, style, and methodology behind the work and ensure it meets our brand standards and guidelines
- Lead creative development across all channels and consumer touchpoints including new product design, packaging design, branded merchandise, and branded content (web, e-commerce, social media, and CRM content).

Who You Are:

- A disruptive creator that leverages storytelling, with a high intellectual curiosity
- A great leader that believes in teamwork and has good project management skills
- Bachelor's degree in design, graphic design, art, visual communication, marketing, branding
- 4-6 years of related experience
- Specific Knowledge: Adobe Creative Suite, including Photoshop, Illustrator, InDesign, After Effects, and editing software.
- Ability to make evaluative judgments on creativity including photography, videography, animation, augmented reality, and other creative technologies
- Visual merchandising, experience design, and sales/promotional design
- Bilingual: English (100%) Spanish (100%)
- BONUS!!! You are passionate about Photography and have some experience in it

A few practical details about the role:

- Compensation based on experience
- Accelerated growth
- Start: As soon as you are ready!
- Location: México City
- 15 days per year
- Trips to the communities we work with

What is next?

If you are ready to join our exciting journey, please send your resumé and Book in PDF format to people@someonesomewhere.mx and answer the following questions:

1. Why would you like to join our team?
2. What are the 3 things that you would like to improve during your first weeks on our team?

3. What differentiates you from other candidates with the same experience and talent?