

SOARING EAGLE AWARD

Nikki Mendez

CLASS OF 2017

Nikki Méndez is an award-winning art director at Weber Shandwick, celebrated for her passion for pop culture and authentic storytelling. She holds an Associate of Arts from TCC, a double major in Advertising and Studio Art from Florida State University, and certifications in Digital Design and Multicultural Marketing. The American Advertising Federation named her a Most Promising Multicultural Student, highlighting her commitment to diversity and inclusion.

With her vibrant and innovative approach, Nikki has made a significant impact on Kellanova brands including Cheez-It, Eggo, Pringles, and Pop-Tarts. Her groundbreaking work includes a Grand Prix Cannes Lion for creating the first edible mascot at the Pop-Tarts Bowl and helping Cheez-It secure a spot on Ad Age's 2024 Hottest Brands list. Additionally, she was a Top 5 Finalist for Cannes Young Lions in PR and was named a 2024 Rising Star by Ad Age.

Beyond her professional achievements, Nikki is dedicated to mentoring young creatives of color through organizations like MAIP, AAF, and Women Who Create. Her diverse perspective enriches her work, and she channels her creativity into crafting artisanal breads and pastries, reflecting her relentless pursuit of excellence.