

Will Keck

Metropolitan Business League's

MEMBER OF THE MONTH

Will Keck is a Creative Director and the founder of **theMSQshop**, a creative company specializing in branding, content creation, videography, and social-driven campaign strategy. With over a decade of experience, he has directed high-impact creative work for artists, festivals, and national brands, delivering visually driven storytelling that elevates both talent and community.

Through theMSQshop, Will has produced campaigns, media, and event coverage for clients including The Martin Agency, iHeart Media, Sloss.Tech, NEWorks Productions, JMI, and more. His work spans music videos, brand launches, branding assets, social media content/strategy, and full-scale creative direction.

Will also manages Grammy-nominated artist **Alexander Mack**, securing brand partnerships, national festival placements, media features, sync opportunities, broadcast interviews, and multi-platform rollouts. Under his leadership, theMSQshop has produced and directed major video content, earned millions of streams/views, and supported award-winning creative campaigns.

Named a **Style Weekly Top 40 Under 40**, Will continues to shape culture through intentional branding, high-level project management, and storytelling rooted in authenticity. His mission with theMSQshop is simple: create meaningful, innovative work that amplifies brands, strengthens audiences, and pushes creative identity forward.

Social Media:

Instagram.com/theMSQshop (business)
Instagram.com/heardasongtoday (personal)
linkedin.com/in/themsqshop
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