

## **Leslie Mosier**

### **Topics**

Celebrity, Communication, Pop Culture and Entertainment

### **Travels From**

Tennessee

### **Bio**

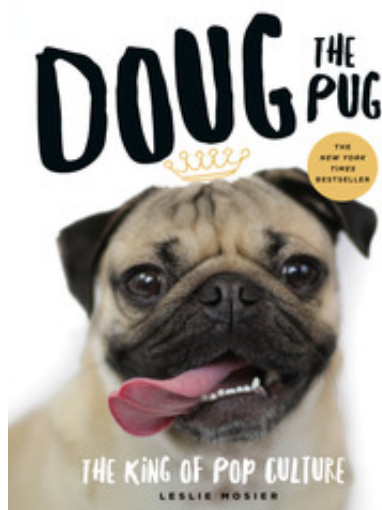
Leslie Mosier is a graphic designer, social media mogul, and the mastermind behind media-magnet Doug The Pug. A graphic design virtuoso, she got her start as Director of New Media at Aware Records in Nashville, Tennessee. Honing her skills in graphic design and artist management, Mosier maintained a continuous balancing act between that of the agency and launching Doug the Pug as an internationally recognized brand. Shortly thereafter, she successfully branched out to manage Doug's career full-time in May 2015. An Instagram veteran, Mosier has been able to further branding by cultivating a social community, of which the proof is in Doug the Pug. In March 2015, Doug had a social following of 3,000 fans, which is dwarfed by his current network of over 6 million adoring fans. Mosier's branding skills paired with her freelance graphic design business have made the squishy pug face a social media pop-icon, which is only the beginning.

### **SPEECHES**

---

## Grooming a Social Media Celebrity

### BOOKS



### HARDCOVER

[DOUG THE PUG](#) King of Pop Culture

St. Martin's Griffin

Doug the Pug is the king of pop culture. More than six million adoring fans on Facebook, Instagram, Twitter, and Snapchat can't get enough of him. Doug spreads love everywhere he goes, and now with his literary debut, he's coming to living rooms around the world.

REVIEWS: "We, like the rest of the world, can't get enough of this squishy-faced pup. The adorable antics of this Instagram-famous dog showcase the true meaning of 'Pug Life'."

— *Modern Dog Magazine*

"What Doug seems to do best is meet celebs (or make dream-cameos) while wearing the most ridiculous-slash-baller wigs and outfits".

— *MTV.com*

“Leslie and Doug are quite possibly the cutest best friends in the entire world. . . . Keep doing your thing, Leslie and Doug. Your cuteness is *unbeatable*.”

— BuzzFeed Animals

“Just call him ‘the King of Pop Culture.’”

— *USA Today*

“Meet Doug, the chilliest pug on the planet.”

— *Good Morning America*

“We are all this pug named Doug, whose only real Christmas wish is food.”

— *Time.com*