

# Edgar Mireles

Associate Creative Director | Copywriter

## EXPERIENCE

### Mekanism — ACD | Copy

JUN 2021 - SEP 2022, SAN FRANCISCO, CA

- Developed 'big idea' level conceptual thinking for clients such as **Sling TV, Silicon Valley Bank, Charles Schwab, Dropbox**, and more.
- Executed across a wide range of media like TV, online video, banners, social, and print.
- Oversaw integrated production for video shoots, animations, and post-editing.
- Further expanded existing campaigns within the agency.
- Built client relationships and presented work concisely in presentations and internal reviews.
- Brought a high level of craft that met with the tone and strategy of our brands.
- Heavily involved in new-business pitches.

### Cashmere Agency — Senior Copywriter

JAN 2020 - JUN 2021, LOS ANGELES, CA

- Led creative team through conceptual ideation and campaign development for brands like **Jack in the Box, BMW, Google Play**, and more.
- Developed ideas into full executions for video, experiential, social, digital, radio, and OOH.
- Collaborated across departments to execute project-based creative strategies under tight deadlines.
- Mentored mid and junior-level creatives.

### Third Ear (Latinworks) — Copywriter

JAN 2015 - NOV 2019, AUSTIN, TX

- Wrote, developed, and produced 360 campaigns for brands like **Snickers, M&M'S, Twix, Jack Daniel's, Budweiser, Montejo, Lowe's, Post Cereals, Texas Lottery, Austin FC, MLB**, and more.
- Used conceptual skills to establish and maintain a consistent voice across all media.
- Performed in-depth market research to create engaging content for our target demographic and improve engagement.

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## SKILLS

- Concept Development
- Creative Strategy
- 360 Campaigns
- New Business Pitching
- Production Supervision
- Voice & Tone Consistency
- Engaging Presentations

## AWARDS

### Cannes Lions

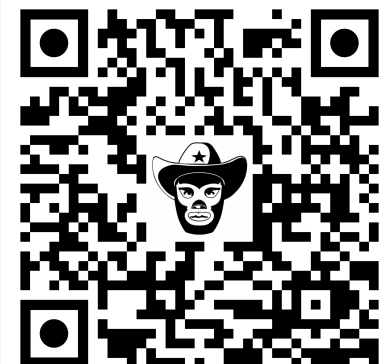
- Shortlist, 2017

### American Advertising Awards

- Gold, 2015
- Silver, 2015
- Silver, 2015
- Bronze, 2015
- Bronze, 2014
- Bronze, 2014

## LANGUAGES

English, Español



## SUMMARY

Creative problem solver with 8 years of agency experience and 10+ years in the communications industry. Strong conceptual thinker. Relentlessly curious and insightful. Experienced with large brands across various categories like alcohol, food and beverage, quick service restaurants, consumer goods, automotive, tech, sports, and entertainment. Versatile in different writing styles as reflected in portfolio.

## EDUCATION

### **University of Texas Pan-American** *B.A. Mass Communication*

AUG 2007 - DEC 2011

Concentration in PR/Advertising

Minor in Marketing

### **Austin Creative Department** *Portfolio Program*

JAN 2013 - JUN 2014

Concentration in Visual Communication

### **Entertainment Business Certification** *University of Texas Pan-American*

DEC 2011

### **High Impact Presentations Training Certification** *Dale Carnegie*

MAY 2017

### **John Carpenter Film Appreciation** *University of Texas*

OCT 2017