

# Edgar Mireles

Associate Creative Director | Copywriter

## SUMMARY

Relentlessly curious and insightful creative copywriter with 10+ years of advertising experience. Produced, and developed campaigns for brands like **Jack in the Box**, **Budweiser**, **Snickers**, **M&M's**, **Jack Daniel's**, **Google Play**, **BMW**, **Target**, **Sling TV**, **Charles Schwab**, **NBA**, **MLB**, **MLS**, **LA Fitness**, **Lenovo**, **LG**, **McDonald's**, **Sonic**, and more.

## EXPERIENCE

### Freelance — ACD | Copy

AUG 2022 - PRESENT | SAN FRANCISCO, CA

- Served as a temporary creative resource to work on project-based campaigns and new business pitches for brands like **McDonald's**, **SONIC**, **Estrella Jalisco**, **LG**, **LA Fitness**, **Lenovo**, and more.

### Mekanism — ACD | Copy





JUN 2021 - AUG 2022 | SAN FRANCISCO, CA

- Developed 'big idea' level conceptual thinking for clients such as **Sling TV**, **NBA**, **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.
- 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.

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## SKILLS

Concept Development  
Creative Strategy  
360 Campaigns  
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



- 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.

### **Emmis Communications — Promotions Coordinator**

JUN 2012 - DEC 2014 | AUSTIN, TX

- Planned and executed marketing strategies and promotional activities for radio stations.
- Wrote and produced radio spots.

#### **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

