

EdgarMireles

Associate Creative Director | Copywriter

SUMMARY

Relentless creative with 10+ years of experience producing and developing campaigns for major brands like **Jack in the Box, Jack Daniel's, Snickers, M&M's, Anheuser-Busch, Google Play, BMW, Sling TV, Target, NBA, MLB, LA Fitness, Lenovo, LG, Dropbox,** and more.

EXPERIENCE

The Woo — ACD & C




AUG 2022 - DEC 2023 | LOS ANGELES, CA

- Developed conceptually creative campaigns for clients such as **LG, Lenovo, LA Fitness, LiftMaster, Niagara,** and more.
- Applied comprehensive knowledge of the client's brand and overall industry by leading creatively and strategically in briefing, concept, copy, and execution of all initiatives.
- Partnered with account and strategy teams to ensure expectations were exceedingly met.
- Built client relationships and presented work concisely in presentations and internal reviews.
- Oversaw integrated production for video shoots, casting, voice-over direction, and editing.
- Ushered new business pitches.
- Mentored and supervised Junior and Mid-level creatives.

Mekanism — ACD & C

JUN 2021 - AUG 2022 | SAN FRANCISCO, CA

- Developed 360 campaigns for clients such as **Sling TV, NBA, Charles Schwab, Dropbox,** and more.
- Developed, presented, and delivered creative concepts founded on insights, across multiple channels.
- Oversaw integrated production of shoots, animations, and post-production.
- Collaborated across departments to execute creative strategies under tight deadlines.
- Heavily involved in new business projects.
- Mentored Junior and Mid-level creatives.

 San Francisco, CA
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 edgarmireles.com

EDUCATION

The 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
*The University of Texas
Pan-American*

DEC 2011

High Impact Presentations
Training Certification
Dale Carnegie

MAY 2017

John Carpenter Film
Appreciation
The University of Texas

OCT 2017



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**, **19 Crimes** and more.
- Delivered fresh thinking, innovative creative solutions, and impactful storytelling.
- Identified opportunities to take smart risks and successfully maneuver great ideas forward to execution.
- Executed across various media like TV, social, experiential, digital, radio, and OOH.

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 for local clients.

SKILLS

Concept Development
360 Campaigns
Creative Strategy
Voice & Tone Consistency
Engaging Presentations
Production Supervision

LANGUAGES

English, Español

AWARDS

American Advertising Awards

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

Cannes Lions

- Shortlist, 2017

