

# EDGARMIRELES

Associate Creative Director / Copywriter

## SUMMARY

Driven copywriter with 10 years of agency experience developing 360 campaigns for top-tier brands • Track record producing PR-worthy pieces in film, social, and experiential advertising • Highly proficient in writing conceptual ideas that impact audiences • Collaborative self-starter working cross-departmentally to exceed client expectations • Production savvy creative with ample expertise overseeing productions • Expert in latest consumer trends in Marketing, Entertainment, and Lifestyle.

Notable clients include **Jack in the Box, Anheuser-Busch, Snickers, M&M's, Google Play, Jack Daniel's, Sling TV, Texas Lottery, BMW, NBA, LA Fitness, Lenovo, LG Electronics**, and more.

## EXPERIENCE

### The Woo — ACD ↻ C

AUG 2022 - DEC 2023 | LOS ANGELES, CA

Clients: **LG Electronics, Lenovo, LA Fitness, and LiftMaster**

- Creative lead developing 360 campaigns.
- Mentored and led a team of Junior and Mid-level creatives.
- Managed multiple projects simultaneously, ensuring deadlines and quality standards were met.
- Applied comprehensive knowledge of the client's brand and overall industry from briefing through execution.
- Partnered with accounts and strategy teams to ensure objectives were exceedingly met.
- Delivered engaging presentations to clients and stakeholders.
- Oversaw integrated production for video shoots, voice-over direction, and editing.
- Ushered new business pitches.

### Mekanism — ACD ↻ C

JUN 2021 - AUG 2022 | SAN FRANCISCO, CA

Clients: **Sling TV, NBA, Charles Schwab, and Dropbox**

- Assisted multiple creative teams in creating conceptual, strategic, and engaging campaigns.
- Collaborated with internal stakeholders in the Accounts,

## CONTACT

 [edgar.a.mireles@gmail.com](mailto:edgar.a.mireles@gmail.com)

 [edgarmireles.com](http://edgarmireles.com)

## SKILLS

- Creative Strategy
- Concept Development
- Engaging Presentations
- Production Supervision
- Professional oral and written communication skills
- Multicultural Marketing
- Fluent in English & Español

## EDUCATION

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

**Austin Creative Department**  
*Portfolio Program*

**The Audacious School of  
Astonishing Pursuits**  
*Creative Megamachine  
Program*

**High Impact Presentations  
Certification**  
*Dale Carnegie*

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

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

Strategy, and PR departments to successfully maneuver ideas forward to execution.

- Oversaw production of video shoots and animations.
- Heavily involved in new business pitches.
- Mentored and led Junior creatives.

### **Cashmere Agency — Senior Copywriter**

JAN 2020 - JUN 2021 | LOS ANGELES, CA

Clients: **Jack in the Box, BMW, Google Play, and 19 Crimes**

- Owned the work and developed *Undeniably Dope* creative that resounded with multicultural and general audiences.
- Identified creative opportunities to push the work beyond the standard by taking smart risks and culturally driven nuances.
- Worked collaboratively to execute projects under the added challenge of an unprecedented global pandemic.
- Established tone and voice consistency across brands.

### **Third Ear (Latinworks) — Copywriter**

JAN 2015 - NOV 2019 | AUSTIN, TX

Clients: **Snickers, M&M's, Twix, Jack Daniel's, Budweiser, Montejo, Lowe's, Post Cereals, Texas Lottery, Austin FC, MLB,** and more.

- Wrote and produced insightful campaigns that resonated with Multicultural and Hispanic markets.
- Turned creative strategies into creative solutions that bridged cultural gaps and barriers.
- Performed in-depth market research to create engaging content for our target demographic.

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

JUN 2012 - DEC 2014 | AUSTIN, TX

- Implemented promotional events for clients, venues, and artists.
- Wrote and produced radio advertisements.

## **AWARDS**

### **The Webby Awards**

- People's Voice Winner, 2021

### **Cannes Lions**

- Shortlist, 2017

### **American Advertising Awards**

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

