



# Edgar Mireles

Copywriter

## CONTACT



(512) 699-2102



edgar.a.mireles@gmail.com



Austin, TX



www.edgarmireles.com

## EDUCATION & CERTIFICATIONS

### B.A Mass Communication (2011)

University of Texas Pan-American

- Concentration in PR/Advertising
- Minor in Marketing

### Creative Portfolio Program (2014)

Austin Creative Department

### Entertainment Business Certification (2011)

University of Texas Pan-American

### High Impact Presentations Training Certification (2017)

Dale Carnegie

## AWARDS

### Cannes Lions

•Shortlist, 2017

### American Advertising Awards

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



## SUMMARY

Skilled creative copywriter with extensive experience across all platforms (digital, social, TV, radio, print, experiential, and promotions). Strong conceptual thinker. Relentlessly curious and insightful. Collaborative across all teams. Capable of handling multiple projects at once. Able to work independently and in teams. Versatile in various writing styles as reflected in portfolio.



## EXPERIENCE

Jan 2015 - Present

### Third Ear (Latinworks) - Austin, TX Copywriter

- Wrote, developed, and produced creative ad campaigns for top-tier brands like Snickers, M&M'S, Twix, Jack Daniel's, Budweiser, Montejo Beer, Lowe's, Honey Bunches of Oats, America's Best, The Texas Lottery, Visit Austin, Austin FC, Major League Baseball, and more.
- Used conceptual skills across multiple channels establishing and maintaining a consistent voice across all media.
- Performed in-depth market research to develop engaging and customized content for our target demographic and driving improved engagement levels.
- Heavily involved in the ideation process and presentations for new business pitches.

Jan 2012 - Dec 2014

### Emmis Communications - Austin, TX Ad Production/Promotions

- Wrote and produced radio advertisements for our local and national clients.
- Planned and executed marketing strategies and promotional activities of our radio stations.



## SKILLS

- Creative Strategy
- Concept Development
- 360 Campaigns
- Pitching
- Written & Presentation Skills
- Research & Storytelling
- Editing & Proofreading
- Voice & Tone Consistency
- Adobe Creative Suite Proficiency
- Bilingual (English & Spanish)



## HOBBIES

