



Kevin Miles  
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## EXPERIENCE SUMMARY

Proven, results-driven, content chameleon, determined to transform the way brands interact with people – and vice versa, with the power of extraordinary, award-winning ideas. With over fifteen years of experience at ad agencies, startups, and clients in a wide-range of industries, brings an insightful POV and potent blend of creative charisma and strategic focus. Passionate 360° storyteller working remotely successfully full-time since 2006.

## CORE COMPETENCIES

Copywriting | Creative Direction | Technical Writing | UX/UI Writing | Screenwriting | TV Sitcom Writing | Interactive Storytelling | Journalism | Editing | Blogging | Social Media | Salesforce Trailhead Writing | Google Docs | Google Sheets | WordPress | Trello | GitHub | Slack | Basecamp

## PROFESSIONAL EXPERIENCE

### Dieste – Dallas, TX (Full-time Remote Employee) July 2022 – Present

#### Associate Creative Director

- I create and lead the development of ad campaigns in every medium
- Clients: Cricket Wireless, Pfizer, Merck, Commit

### Doyle Dane Bernbach – San Francisco, CA (Full-time Remote Employee) April 2021– June 2022

#### Senior Copywriter

- I created and lead the development of ad campaigns in every medium
- Clients: iShares, Energy Upgrade California

### Runyon Saltzman & Einhorn – Sacramento, CA (Full-time Remote Subcontractor) July 2019 – March 2021

#### Creative Director

- I created and lead the development of advertising campaigns for increased enrollment and retention of new and continuing AA & AA/PI students at California Community Colleges as both the creative director and copywriter for the 2020/2021 academic school year
- Clients: California Community Colleges

### Salesforce – San Francisco, California (Full-time Remote Subcontractor) April 2017 – June 2019

#### Technical Writer/Trailhead Writer/Technical Copy Editor

- Wrote Salesforce Trails (online learning modules) for new enterprise software to educate employees and consumers on products and services usage
- Provide copyediting services and creative direction for Salesforce Trails written by other Salesforce Trailhead Writers
- Trails: Employee Security Training Trail, Pardot Selling Basics Trail, Compass Basics Trail, Manufacturing Industry Basics Trail
- Interviewed SMEs, engineers, marketing executives and developers to gather reference materials to gain a basic understanding of Salesforce software
- Led design sessions to create plans for Trailhead outlines, copy content and graphic design direction
- Wrote Trailheads for: Employee Security Training Trail, Pardot Selling Basics Trail, Compass Basics Trail, Manufacturing Industry Basics Trail; making consumer friendly guided lessons for complex software material

### FortuneBuilders – San Diego, California (Full-time Remote Employee) October 2015 – February 2017

#### Marketing/Direct Response Writer

- Created direct response marketing content in the mediums of web, digital, email, TV, radio and video
- Wrote video infomercial scripts, brochures, sales letters, collateral, investment & retirement manuals, landing page content, press releases, weekly webinar newsletters, products and services descriptions, education guides and real estate education emails
- Attended meetings and presented work via video conference calls and in person as needed
- Attended all quarterly and annual company trainings, events, workshops and team-building sessions

## **GlobalHue — Southfield, MI (Full-time Remote Employee) August 2011— August 2013**

### **Associate Creative Director**

- Worked on new business pitches, including conceiving and creating the idea that won the global NBA account  
Created: "One Game. One Love.", the first global advertising campaign ever produced to promote the NBA with one single idea on an international level
- Generated original written content for the purpose of advertising products and brand images on assigned projects
- Collaborated with design departments, product managers and business owners to create copy for advertising initiatives
- Attended meetings and presented work via video conference calls
- Clients: Dodge, Fiat, Jeep, McDonald's, NBA, Walmart

## **Burrell Communications — Chicago, IL (Full-time Remote Employee) July 2006 — April 2011**

### **Associate Creative Director**

- Acted as copywriter and creative director, managing teams consisting of copywriters and art directors
- Led creative direction for new campaigns, Analyzed the business needs of clients and target audiences for each product or service to tailor copy accordingly based on focus groups and market research data provided
- Attended meetings and presented materials both via video conference and onsite with clients as needed
- Clients: Allstate Insurance, Chicago Museum of Science & Industry, Coke, General Mills, Grands Biscuits, Honey Nut Cheerios, JC Penney, Lexus, Major League Baseball, McDonald's, NBC, Pampers, Pepsi, Procter & Gamble, Reese's Puffs, Tampax, TBS, Tide, Toyota, Verizon Broadband, Wheaties Fuel

## **Glass McClure — Sacramento, CA August 2000 — March 2006**

### **Associate Creative Director**

- Assisted in growing the company from \$11 Million company \$34 Million in 18 months in partnership with the agency owners and Creative Director
- Managed other creatives, participated in brand development, new business development, and recruitment, interviewing, hiring employees, and creating award-winning, powerfully effective work
- Clients: AgraQuest, Amtrak, Arden Fair Mall, Baja Fresh, Bank Of Sacramento, Blue Diamond, State of California- Multiple Departments, CALTRANS, Dodge Ridge Ski Resort, Duraflame, Farm Credit, Food Maxx, Golden1 Credit Union, HELPS Adoption, Jackson Rancheria, Mercedes-Benz, Molina Health, Monterey County Convention & Visitors Bureau, Papa Murphy's Pizza, Sacramento Jazz Jubilee, Save Mart Supermarkets, Silver Legacy Casino, Sutter Health, Univision

## **Barker, Campbell, Farley — Virginia Beach, VA January 1996 — September 1998**

### **Senior Copywriter**

- Clients: National Council of Mathematics, National Institute of Environmental Health Sciences, National Institute of Health, Red Cross, Sentara Healthcare, Southeastern Public Service Authority, United Way, U.S. Navy, Virginia Beach Tourism, Virginia Marine Products Board, Virginia Tourism

## **EDUCATION**

Bachelor of Science, Mass Communications, Southern Illinois University, 1997

## **Recognition & Achievements**

Communication Arts | Cannes | Clio | One Show | Longhand (international long copy competition) — Shortlist | adsoftheworld.com | bestadsontv.com | Creative Review/London | One Club "Night Of The Living Dead" | New York International Radio Advertising Festival | Print's Regional Design Annual | Adweek's Best Spots | Webby's | Gannett Outdoor Challenge | National, Regional and Local ADDYs | Adfed of Louisville - Judges Choice & Best Of Show | Lectures: FIT, Southern Illinois University, UC Davis