



Kevin Miles
916.320.8306
kevin@kevinmileswriter.com
www.kevinmileswriter.com

Profile

Detail oriented, creative, analytical, strategic thinker with 20+ years of experience in corporate communications. Demonstrated ability to create effective content in every medium to achieve business objectives and exceed expectations, while meeting deadlines, adhering to budget guidelines and acting in the best interests of employers and employer's clients. Strong leader and team builder willing and able to motivate and manage staff and lead by example. Exceptional communication, interpersonal and relationship-building skills. Talented writer with proven ability to analyze qualitative and quantitative research data and information and translate it into content that informs, engages and entertains.

Experience. Twenty plus years of documented business-building, award-winning expertise in advertising, marketing, public relations, corporate communications and crisis management, working with private sector, local, state and federal government organizations, while exemplifying strong leadership skills during employment at various organizations.

Business Acumen. Confident communicator responsible for implementing and ensuring successful implementation of targeted marketing strategies, and advertising campaigns to achieve measurable business objectives and goals.

Liaison. Served as direct client contact representing creative departments at several of the top advertising agencies in the U.S..

Efficiency. Consistently part of creative teams that successfully get the job done on time and on budget. As part of senior management staff at Burrell Communications, helped client save fiscal dollars over five year period by developing streamlined advertising and marketing programs.

Organization. Implemented questionnaires and focus group sessions for California Department of Waterways from 2000-2006 to uncover behavioral insights that improved safe boating practices and saved thousands of lives. Analyzed qualitative and quantitative research for public service campaigns at several advertising agencies.

Professional Experience

EXPERIENCE SUMMARY

Proven, results-driven, visionary thinker. Passionate, business-building, award-winning, 360° storyteller with ad agency, client and startup experience. Possesses an extraordinary combination of innovative creativity and strategic expertise. Achieves remarkable results in a wide-range of products and services categories.

CORE SKILLS

Copywriting | Creative Direction | Technical Writing | UX/UI Writing | Screenwriting | TV Sitcom Writing | Interactive Storytelling | Dialogue Writing | Branding | Reporting | Feature Writing | Editing | PR | Video Scriptwriting | Journalism | SEO Writing | Blogging | Social Media | Content Marketing | Salesforce Trailhead Writing | Medical Writing | Pharma Writing | Cybersecurity Writing | Google Docs | Google Sheets | WordPress | Trello | GitHub | Slack | Basecamp | Smartsheets | Workfront

NOTABLE ACCOMPLISHMENTS

- **California State Franchise Tax Board:** Created an integrated ad campaign that grossed more than \$4 billion (at an advertising cost of only \$2.3 million); in the first week alone raised \$3.7 million and more than 12,000 applicants filed for tax amnesty – including one man who hadn't filed taxes since 1971
- **Reese's Puff Cereal:** Created an integrated ad campaign that earned 27 out of 28 months of double-digit baseline growth, finishing fiscal year 2010 at an all-time high for volume (42% baseline increase in one year), reported net sales, and operating profit and continuous double-digit overall growth from 2008-2014
- **Brown Shoe:** Created a branding campaign consisting of three 60 second radio commercials; prior to when the campaign ran the brand was experiencing declining sales; in less than 6 months the LifeStride brand showed an 87% sales increase
- **CA Dept of Boating & Waterways:** Created an ad campaign that grew brand awareness 100% (from 20% to 40%); more than 1/3 of respondents in a research study recalled the most critical messages of the campaign featured in the study and overall boating safety awareness grew 75% (from 25% to 36%)
- **Farm Credit:** Created an integrated ad campaign in which ad recall increased 61.4%, real estate loan volume grew 58%, short-term loan volume grew 75%, and market share increased 32%; in 12 months mortgage market share for long-term farm mortgages increased 2.2% (equal to \$100s of millions in revenue)

WORK HISTORY

Copywriter/Creative Director/Remote Advertising, Marketing & Business Consultant (1099 Contractor) August 2000 – Current

- Create successful ad campaigns for some of the world's top ad agencies for some of the world's best-known brands – in every medium
- Create content for everything from interactive games and entertainment, to music videos, e-commerce, journalism, branding and promotional content
- Blogger for gaming and entertainment industry; create dynamic social media content for Twitter, Facebook, LinkedIn, Instagram, TikTok and Pinterest
- Executive Editor for Hilarious Magazine, Sacramento, CA 2006-2008, oversaw the development and design of the magazine, managed journalists, columnists, reviewers and photographers, and wrote and edited feature articles and reviews
- UX Writer for General Mills (Honey Nut Cheerios "Bee-A-Coder" online learning modules) and UI Writer for Integrated Information Systems SaaS scripts (CityCode, CityServe, CityBuild and FundTrack)
- Clients/Accounts: Crispin & Porter, Deutsch, Grey, GSD&M, Ogilvy RedCar, Saatchi & Saatchi, Alienware, American Standard, BMW, Cadillac, Cheerios, Chevrolet, The Economist, Fast Retailing Co., Ltd., Fiat, Gatorade, GM, Harley Davidson, HBO, Ideazon, McDonald's, NBA, Oakley Glasses, Pepsi, Prima Games, Reebok, Remington, Remy Martin, Salesforce, Sprint, Ubisoft, Uniqlo, UPN, U.S. Marines, ABC.com, AOL.com, CapitalOne.com, DeliveryAgent.com, GE.com, Google.com, Nickelodeon.com, Rackspace.com, ReesesPuffs.com, UFC.com, Target, ElectriCities of North Carolina

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, California (Full-time Remote Subcontractor) July 2019 – March 2021

Creative Director

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

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

Trailhead Writer/Technical Copy Editor & Technical Writer

- Created Trails (online learning modules) to educate employees and end-users about proprietary SaaS products and services
- Wrote Salesforce Employee Cybersecurity Training Trail in 2017 & 2018 which the company's 10,000+ employees must take each year; wrote Pardot Selling Basics, Compass Basics, Quip for Service and Manufacturing Industry Basics Trails; created user-friendly guides for complex SaaS material
- Provided technical writing and copyediting services and creative direction for Salesforce Trails (online learning modules) written by other Salesforce Trailhead Writers who created new Trails designed for Salesforce employees and customers
- Trails: Employee Cyber Security Training Trail, Pardot Selling Basics Trail, Compass Basics Trail, Manufacturing Industry Basics Trail
- Interviewed SMEs, marketing managers, engineers and C-level executives to create SaaS products and services content from concept to completion
- Led design sessions; created plans for Trail outlines, copy content and graphic design direction as the sole writer and creative director on each project

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

Marketing/Direct Response Writer

- Created DR marketing content in the mediums of web, digital, email, TV, radio and video for the #1 real estate education company in the United States
- 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

- Developed successful new business pitches including conceiving and creating the idea that won the global NBA account Created: "One Game. One Love.", the 1st global ad campaign ever produced promoting the NBA with one single idea on an international level
- Collaborated with creative and 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 client and company meetings and presented projects via video conference and onsite with clients when requested
- Clients: Allstate Insurance, Chicago Museum of Science + Industry, Coke, Fruit By The Foot, 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 & Wireless, Wheaties Fuel

Glass McClure — Sacramento, CA August 2000 — March 2006

Associate Creative Director

- Grew the company from \$11 million to \$34 million per year in 18 months in partnership with the agency owners and creative director
- Created and presented the concepts and creative work that won the Amtrak, California Bureau of Automotive Repair, Papa Murphy's Pizza, Sutter Health, Sizzler, California Forestry and Fire Prevention, Molina Health and California State Franchise Tax Board accounts

- Managed creative department, led brand development, new business development, and oversaw recruitment, interviewing, and hiring of employees, all while also creating award-winning, powerfully effective work
- Won over 100 local, regional, national and international creative awards – more than any other creative in Sacramento from 2000-2006
- Clients: AgraQuest, Amtrak, Arden Fair Mall, Baja Fresh, Bank Of Sacramento, Blue Diamond, California Bureau of Automotive Repair, California Forestry and Fire Prevention, California State Franchise Tax Board, 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

New Business

\$120 million Burger King | \$40 million Healthy Families Network | \$30 million Pet Foods | \$20 million Virginia State Lottery | \$16.1 million Save Mart Supermarkets | \$15 million Aventis Herbicide | \$14 million Brand Source Appliances | \$11 million Baja Fresh | \$10 million Sizzler Restaurants | \$8 million Tribute Herbicide | \$6 million Jackson Rancheria Casino | \$5 million CA Department of Forestry and Fire Prevention | \$5 million Denny's | \$5 million Molina Medical | \$4 million Amtrak | \$4 million CA Bureau of Automotive Repair | \$3.8 million Caltrans | \$2.3 million CA State Franchise Tax Board

Recognition & Achievements

Communication Arts | Cannes | Clios | 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

Education

Bachelor of Science, Mass Communications, Southern Illinois University

Political Campaign Experience

(WFTW) Women For The Win, 2020

As Creative Director, Copywriter, Editor and Producer, I conceived and wrote digital promotional campaigns for progressive female U.S. congressional candidates. Consisting of digital videos, Emails, blog posts, social media posts, and twitter campaigns, WFTW campaigns are created to aid progressive female U.S. congressional candidates in their efforts to unseat Republican politicians currently holding offices around the country.

Democratic Congressional Campaign Committee/Clinton/Kaine '16

Conceived and wrote a national radio campaign consisting of three spots featuring former President of The United States of America, Barack Obama and five spots featuring former First Lady of The United State of America, Michelle Obama. This radio campaign was designed to convince Americans to get out and vote for the party and the candidates that had their best interests at heart.

Obama '08

Conceived and wrote an international commercial for MoveOn.org's, “Obama In 30 Seconds” contest in 2008. This international contest encouraged entrants from around the world to create commercials designed to help elect Barack Obama. My commercial was chosen as one of the top 15 commercials out of more than 1100 entries and was viewed by voters more than 5.5 million times. The commercial, “Obama 2012”, was directed by two-time DGA winner, Robert Lieberman, director of “The Mighty Ducks 3” and was paid for out of my pocket, along with donations from my partner, Carl Koestner, Robert Lieberman and Craig Rogers.

Clinton/Gore '96

Created a targeted, national radio campaign while working with legendary Hip Hop impresario, political activist and philanthropist, Russell Simmons, which was designated to run on the country's top urban radio stations with the intent to get unregistered voters to get registered and registered voters disenchanted with the current political, economic and social climate, to get out and vote on election day.

Public Relations Experience

Texaco Oil Company, 1998

Created an advertising and public relations campaign designed to aid in rebuilding Texaco's corporate image after the record \$175 million settlement of a racial discrimination suit filed by African-American Texaco employees was awarded to the plaintiffs in 1994. The multi-media television, print and radio campaign, was designed to inform African-American and other consumers about Texaco's new corporate commitment to doing business with minority-owned banking, legal and accounting firms and advertising agencies, as well as informing them about the company's proactive stance on increasing the number of Texaco gas stations owned by minorities and women.

United States Armed Forces Anti-Sexual Harassment Campaign, 1998

Created a series of television ads for American military personnel designed to inform servicemen in all branches of the military, that the U.S. Armed Forces would not tolerate sexual harassment of female personnel. This campaign was created in response to the Navy Tailhook scandal and other high profile cases in which U.S. Armed Forces received negative publicity for its lack of sensitivity to, and acknowledgement of, the existence of the sexual harassment issues plaguing the ranks of all branches of the military.

Marketing Experience

Virginia Lottery, Richmond, VA 2010

Created a multi-media advertising campaign that helped Big River Advertising in Richmond, VA win the \$24 million Virginia State Lottery account in 2010.

National 4H, Washington, D.C. 2010

Created a multimedia advertising campaign that helped Big River Advertising in Richmond, VA win the \$5 million national 4H account in 2010.

Virginia Beach Tourism, Virginia Beach, VA 1998

Created a targeted advertising and public relations campaign designed to attract vacationers from the Northeast to come to Virginia Beach to observe the return of bottle-nosed dolphins from Florida waters in the spring. The campaign consisted of magazine, newspaper, outdoor boards and posters placed in the terminals of major metropolitan airports.

Virginia Marine Products Board, Virginia Beach, VA 1998

Created a multi-media advertising and public relations campaign designed to reassure Virginia consumers, restaurateurs, and national grocery chains and buyers of Virginia seafood products, that the seafood harvested in Virginia's coastal waters is safe. The two-tiered campaign was created after sales of Virginia seafood dipped sharply after lesions caused by the bacterium *Pfiesteria piscicida* began turning up on the bodies of fish in record numbers caught off North Carolina's coastal waters.

Virginia Tourism, Virginia Beach, VA 1998

Created a targeted advertising campaign designed specifically to get vacationers from the Southeastern seaboard to take weekend getaways to the Blue Ridge Mountains, during the fall, to take in the beauty of the changing foliage in fall. The campaign consisted of ads placed in national leisure and tourism magazines and newspapers.

Southeastern Public Service Authority, Virginia Beach, VA 1998

Created a public awareness radio campaign describing the crucial role SPSA plays in managing and operating safe, cost efficient and environmentally responsible solid waste collection, processing and disposal programs and facilities, for the benefit of the communities that make up the Tidewater region.

Virginia Lottery, Richmond, VA 1997

Created radio and print advertising designed to market various scratch-off games and brainstormed on a wide range of concepts for potential new scratch-off lottery games for lottery players throughout the state.

Not-For-Profit/Pro Bono Work Experience

No Kill Louisville, Louisville, KY 2011

Created an outdoor poster campaign for this tiny non-profit organization that raises funds to provide care for sick and injured animals, and then coordinates their adoption into loving homes.

Major League Baseball, New York, NY 2008

Created a national print campaign that addressed the fact that today, only 8% of MLB players are black. Research revealed that many black kids no longer play baseball due to misperceptions about the game. I addressed this insight with campaigns featuring Little League players and superstar MLB players with messages dispelling those myths.

National Fatherhood Initiative, Germantown, MD 2007

Created a national print campaign celebrating responsible fathers who take part in the care and nurturing of their kids. It features images taken by celebrated photographer, Carol Ross and consists of richly textured duotone photographs from her internationally recognized book, "Pop: A Celebration of Black Fatherhood".

H.E.L.P.S. Foster Agency, Sacramento, CA 2003-2006

Created a print and outdoor campaign to increase awareness of the agency aimed at potential foster parents in the Sacramento metropolitan area.

Leukemia Lymphoma Society, Greater Sacramento Chapter 2002

Created a series of radio spots as part of a fund raising campaign to increase donations for the organization's annual "Light The Night Walk".

Arizona Department of Health Services, Phoenix, AZ 1999

Consulted on a PSA campaign for the AZ Dept. Of Health Services Anti-Methamphetamine drug addiction prevention program and wrote a series of Abstinence Before Marriage spots to encourage sexually active teens to wait till marriage to have sex.

Starlight Children's Foundation, Los Angeles, CA 1999

Created a national print campaign to encourage people to make donations to this worthy, not-for-profit organization. Co-founded by actress Emma Samms, the Starlight Foundation is dedicated to brightening the lives of seriously ill children, through wish fulfillment and innovative, in-hospital entertainment therapy. So far it has made 14,000 wishes come true for children all over the country.

National Institute of Environmental Health Sciences, Washington, DC 1998

Created a series of national television spots designed to educate parents and school-aged children about the importance of science in the world we live in, to encourage and support science programs in public schools.

The American Red Cross, Greater Richmond Chapter, Richmond, VA 1998

Created a series of local radio spots designed to encourage college students and young urban professionals to increase donations by educating them about the different ways The Red Cross serves the community.

The United Way, Hampton Roads Chapter, Norfolk, VA 1998

Created a campaign of newspaper, magazine ads, and outdoor boards designed to increase donations to The United Way and the charities it supports. The campaign appealed to the emotional reasons why citizens should donate, by reminding potential givers to let their conscience be their guide in deciding whether they should give and how much they should give to this invaluable charitable organization.

Public Service/Volunteer Work Experience

Forest Pines Elementary School, Wake Forest, NC 2012 — Present

For the past 8 years, I have volunteered at this public school, helping students with their writing, science and history assignments, as well as chaperoning field trips and photographing school events.

Roseville Community Preschool, Volunteer, Roseville, CA 2008 – 2012

Donated my time as a volunteer working with the kids, helped raise money for the school during its annual fundraising auction, and helped to keep the school clean and working in peak condition.

Auburn Peace For Families Women's Shelter, Auburn, CA 2004 – 2006

Worked with the children of abused and battered women, helping them with their reading and reading comprehension, as well as helping them create art projects as part of a counseling and therapy program.

Carlin C. Coppin Elementary School, Volunteer, Lincoln, CA 2000 – 2006

At this tiny, rural, public school, I worked with elementary students in English, Science and Music classes as a tutor, focusing primarily on reading comprehension.

Sheridan Elementary School, Volunteer, Sheridan, CA 2000 – 2006

Here, I worked with elementary students on science projects and after school extra-curricular activities.

Salmon & Steelhead Classroom Aquarium Education Program, Sacramento, CA 2001– 2004

As a member of CFFU (California Fly Fishers Unlimited) I delivered salmon eggs to several elementary and middle schools in the Greater Sacramento Metropolitan area and instructed students and teachers about how to hatch and raise the salmon to the point where they could be safely released into the wild. I also shot video at the 2004 American River Salmon Release Celebration, which was used as a sales tool to help raise money for the organization.

Read Across America, Lincoln, CA 2003 – 2006

Read my original Children's Book, "The Christmas Carrot", and other books from noted authors to elementary school students at Carlin C. Coppin, Elementary School.

UC Davis, Guest Lecturer, Sacramento CA 2000 – 2006

Lectured to MBA students on an ongoing basis about the high-pressure high stakes world of surviving in corporate America and the place brands, marketing and advertising hold in contemporary culture.

Solano Elementary School, Volunteer, Phoenix, AZ 1999 – 2000

Worked with at-risk kids as a mentor and tutored students on various academic projects. I also served as a liaison between students, teachers, sociologists, psychologists and parents when students required disciplinary action.

Phoenix Police Department, "Wake Up Club", Phoenix, AZ 1999 – 2000

Served as a weekend volunteer/chaperone for public middle school students for this outreach program, sponsored by the Phoenix Police Department. The activities I was involved in included excursions to Arizona State University, Arizona Diamondbacks games and trips to Castles and Coasters Amusement Park.

C.J. Jorgensen School, Citizen Volunteer, Phoenix, AZ 1999 – 2000

Aided bilingual eighth-grade students with various creative writing assignments, chaperoned various school activities on and off campus and lectured on racism and racial tolerance.