

# EDGAR MIRELES



## CREATIVE COPYWRITER

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512-699-2102

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

## EDUCATION

THE UNIVERSITY OF TEXAS PAN-AM

BACHELOR OF ARTS IN COMMUNICATIONS

SEP 2007 - DEC 2011

AUSTIN CREATIVE DEPARTMENT

CREATIVE PORTFOLIO - 2013-2015

THE AUDACIOUS SCHOOL OF

ASTONISHING PURSUITS

CREATIVE PROGRAM - 2024

## KEY SKILLS

- Creative Direction
- Campaign Strategy
- Concept Development
- Pitch Development
- Production Oversight
- Multicultural Marketing (Spanish)

## PROFILE

ACD level copywriter with 10+ years building integrated, insight-driven campaigns across digital, social, broadcast, OOH, and experiential. Proven ability to lead concept development, drive campaign strategy, manage cross-functional teams, and deliver impactful creative for major brands. Strong in AI implementation, production oversight, and multicultural marketing.

## EXPERIENCE

### ACD / COPY — FREELANCE

**Agencies:** Mother, We Are Social, Conill, Live Nation (in-house), RQ Agency  
Dec 2023 - Present

**Clients:** Live Nation Entertainment, Vrbo, Sonic Drive-In, Metro by T-Mobile, Annie's Homegrown, Tecate, Postmates, and more

### THE WOO — ACD / COPY

Los Angeles, CA | Aug 2022 - Dec 2023

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

### MEKANISM — ACD / COPY

San Francisco, CA | Jun 2021 - Aug 2022

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

### CASHMERE AGENCY — SENIOR COPYWRITER

Los Angeles, CA | Jan 2020 - Jun 2021

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

### THIRD EAR (LATINWORKS) — COPYWRITER

Austin, TX | Jan 2015 - Nov 2019

**Clients:** Budweiser, M&M's, Snickers, Jack Daniel's, Twix, Lowe's, Major League Baseball, Post Cereals, Texas Lottery, Cerveza Montejo and more