

EdgarMireles

Copywriter // Social • Broadcast • Experiential • Multicultural

PROFESSIONAL SUMMARY

Creative Copywriter with 10+ years of agency experience crafting strategic, insightful, and culturally relevant work. Versatile writer across a diverse portfolio of brands. Track record of leading high-impact campaigns from ideation through execution. Leads video, social, OOH, experiential & integrated campaigns with strong conceptual thinking, storytelling, and collaboration. Experienced in both creative agencies and in-house environments.

EXPERIENCE

Associate Creative Director | Copywriter (Freelance)

DEC 2023 - PRESENT | LOS ANGELES, CA

Clients: Sonic Drive-In, Live Nation Entertainment, Xfinity, Vrbo, Papa Johns, Postmates, and more

- Lead ideation and execution of 360-degree media campaigns for top-tier brands
- Navigated fast-paced production timelines, managing multiple workstreams
- Delivered strategic messaging across digital, video, and experiential platforms

The Woo — Associate Creative Director | Copywriter

AUG 2022 - DEC 2023 | LOS ANGELES, CA

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

- Developed and executed innovative 360° marketing campaigns across digital, TV, OOH, and experiential
- Briefed and managed creative agencies and vendors, overseeing the production process to develop platform-specific executions
- Collaborate cross-functionally with creative marketing, operations, social, and other internal teams

CONTACT

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 edgar.a.mireles@gmail.com

 edgarmakescommercials.com

SKILLS

Creative Direction
Campaign Strategy
Concept Development
Pitch Development
Production Oversight
Detail-oriented
Clear Communicator
Multicultural Marketing
Bilingual: English & Español

TECHNICAL PROFICIENCIES

Creative Tools: Adobe Creative Suite, Figma, Slack, Asana, Microsoft Office, Google Workspace

AI Tools: ChatGPT, Midjourney, Adobe Firefly

AWARDS

Cannes Lions
• Shortlist, 2017

Webby Awards
• Winner 2020

American Advertising Awards

- Gold, 2015
- Silver, 2015 (x2)
- Bronze, 2015 (x2)
- Bronze, 2014 (x2)

Mekanism — Associate Creative Director | Copywriter

JUN 2021 - AUG 2022 | SAN FRANCISCO, CA

Clients: Sling TV, Charles Schwab, and NBA

- Oversaw integrated productions, ensuring a cohesive connection between creative strategy and execution
- Managed large-scale, cross-functional campaigns with multiple stakeholders
- Played a key role in new business pitches and client presentations

Cashmere Agency — Senior Copywriter

JAN 2020 - JUN 2021 | LOS ANGELES, CA

Clients: Jack in the Box, BMW, and Google Play

- Created award-winning campaigns for general and multicultural markets that drove conversions and deepened brand engagement
- Participated in regular cross-functional meetings, brainstorming, and talent-related communication
- Championed bold, trend-aware creative that aligned with client brand values

Third Ear (Latinworks) — Copywriter

JAN 2015 - NOV 2019 | AUSTIN, TX

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

- Led bilingual and multicultural creative development across TV, radio, OOH, and digital.
- Conducted research to inform culturally resonant campaigns
- Maintained brand voice consistency across multi-platform campaigns
- Provided voiceover support for national ad campaigns

EDUCATION

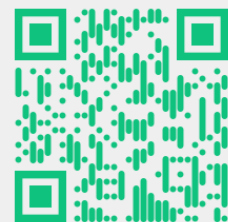
The University of Texas
Pan-American
*Bachelor of Arts in Mass
Communication*

Austin Creative Department
Portfolio Program

The Audacious School of
Astonishing Pursuits
Creative Program

Dale Carnegie
*Certification: High Impact
Presentations*

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



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