



## Kevin Miles

**360° Brand Champion**

[www.kevinandcarl.com](http://www.kevinandcarl.com) | [www.kevinandrewmiles.com](http://www.kevinandrewmiles.com)

### Objective

A position at a company that empowers me to put my creative, strategic and leadership skills to use, in a culture that encourages and supports the creation of business-building, award-winning, breakthrough ideas.

### Freelance Creative Director/Copywriter

**Big River | Carol H. Williams | Crispin & Porter | Deutsch | EURO RSCG | GlobalHue | Grey | GSD&M | LatinWorks | Mering Carson | Ogilvy | Ogilvy RedCard | Runyon, Saltzman & Einhorn | Saatchi & Saatchi | Six Degrees**

*Autoxray.com | Blenderhäus.com | CapitalOne.com | DeliveryAgent.com | Filmaka.com | Horsepower.com | Isolaz.com | Modea.com | Natrient.com | Netramind.com | Phoenixing.com | Rackspace.com | Reesespuffs.com | Sitewire.com | UFC.com | Uniqlo.com | Visitalk.com*  
ABC | Alienware | American Standard | AT&T | Aventis Herbicide | Bionorica | Burger King | Cadillac | Cheerios | Chevrolet | Clearasil | Coke | Colgate | Coors Light | Crown Royal | Del Webb | Denny's | Dodge | EB Games | The Economist | Everpure Faucets | Fast Retailing Co., Ltd. | Fiat | Ford Motor Company | 4H | Gatorade | General Mills | General Motors | Hafler | Hallmark Cards | HandiMix | Harley Davidson | HBO | Home Depot | Ideazod | Igo | Immunosil | Inland Business Systems | Integrated Information Systems | JC Penney | Jeep | Jiffy Lube | Kodak | Levi's | Lexus | Major League Baseball | McDonald's | Medical Research Institute | Mennen | Miller Lite | Minute Maid | Molina Medical | Mountain Dew | MTV | Natrient.com | NBA | NO<sub>2</sub> Red | Novartis Medical Nutrition | Nutrament | Oakley Glasses | Pacific Health Laboratories | Pepsi | Pfizer Pharmaceuticals | Prima Games | QMotion Shades | Reebok | Reese's Puffs | Red Lobster | Remington | Remy Martin | Reno-Sparks Convention & Visitors Authority | Rockford Fosgate | Sacramento Bee | School Innovations & Advocacy | Si TV | Sinupret | SMUD | Splinter Cell Chaos Theory | Sprint | Sprite | Sutter Health | TBS | Time Inc. | Toyota | Trainright Software | Trane | Tribute Herbicide | Ubisoft | Uniqlo | UPN | U.S. Census Bureau | U.S. Marines | Verizon | ViaSoft | Virginia Lottery | Wheaties Fuel | Whip Mix Corporation

### Associate Creative Director

**Glass McClure - Sacramento, California**

AgraQuest | Amtrak | Arden Fair Mall | Baja Fresh | Bank Of Sacramento | Blue Diamond | CA Bureau of Automotive Repair | California Community Colleges | CA Dept. of Boating & Waterways | CA Dept. of Forestry and Fire Prevention | CA Department of Resources Recycling and Recovery | CA State Franchise Tax Board | CALTRANS | Dodge Ridge Ski Resort | Duraflame | Farm Credit | Food Maxx | Go Girl Energy Drink | Golden 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 | Sizzler | Sutter Health | Thrift Town | Univision

## Senior Copywriter

### New & Improved Advertising – Phoenix, Arizona

Bank Of America | Foxy Lettuce | Instant Auto Insurance | Levi's | Lutheran Healthcare Network | Petrolube | Petromin Ultra 7 | Phoenix Coyotes | Saudi Aramco | U S WEST

## Senior Copywriter

### Barker, Campbell, Farley – Virginia Beach, Virginia

Chicken Delight | 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 | Valley Hospital | Virginia Beach Tourism | Virginia Marine Products Board | Virginia State Tourism

## Senior Copywriter

### Bates USA – New York, New York

Campbell's Soups | Joop! Jeans & Perfume | M&M's | Miller Genuine Draft | Miller Genuine Draft Light | Miller Lite | Molson | New York Racing Association | Snickers | Wendy's

## Copywriter

### D'Arcy, Masius, Benton & Bowles – St. Louis, Missouri

Amoco | Budweiser | Bud Light | Burger King | Combos Snacks | Dance St. Louis | Ivory Shampoo | Life Stride Shoes | Naturalizer Shoes | Skittles | Snickers | Southwestern Bell | Sprint | Twix

## 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 | New York International Radio Advertising Festival | Print's Regional Design Annual | Adweek's Best Spots | Webby's | Gannett Outdoor Challenge | BestadsonTV.com | National, Regional and Local ADDYs | Lectures: FIT, Southern Illinois University, UC Davis

## Press

Communication Arts Magazine | Communication Arts Exhibit | One Show Creative Showcase | One Club "Night Of The Living Dead" | Business Week | The Wall Street Journal | Adweek | Ad Age | Art Direction Magazine | Print's Design Annual | The New York Times | The Chicago Sun Times | St. Louis Post Dispatch | The Sacramento Bee | The Sacramento Business Journal

## Education

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