



Kevin Miles

360° Brand Champion

www.kevinandcarl.com | 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 | Phoeniximg.com | Rackspace.com | Reesesuffs.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 | NO2 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 | Durafume | 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

Political Campaign Experience

Obama '08

I 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" and was paid for out of my pocket, along with donations from my partner, Carl Koestner, Robert Lieberman and Craig Rogers.

Clinton/Gore '96

I 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

I created an advertising 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

I 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.

Denny's Restaurants, 1996

I created a national television, radio and print campaign designed to help clean up Denny's tainted image after it came under fire by customers in several cities across the country for tolerating racial discrimination. This national, multi-media campaign featured African-American actors and was intended to reassure African-American consumers that their business was appreciated and to make it crystal clear that they would receive the same respect, treatment and service afforded all other patrons.

Anheuser-Busch/Chesapeake Bay Resource Protection and Restoration Environmental Education Project, 1989

I created a multi-media advertising campaign designed to educate residents of the Southeastern United States about the importance of protecting the Chesapeake Bay from both environmental and industrial pollution. This statewide television, radio, outdoor and print campaign highlighted the many ways Virginia and Maryland residents could do their part to keep the bay pollution-free in their everyday lives. The campaign was so successful, it was officially recognized by then Governor, Douglas Wilder.

Marketing Experience

Virginia Lottery, Richmond, VA 2010

I 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

I 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

I created a targeted advertising 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

I created a multi-media 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 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

I 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

I 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

I 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.

Coca Cola/ Blockbuster Video, "Celebrate The Knowledge", Atlanta, GA 1996

I created a print and radio campaign designed to educate consumers about the importance of black history to American History, as a part of Black Music Month. The campaign was packaged as a sweepstakes promotion that included a grand prize trip to Los Angeles.

Budweiser Great Kings Of Africa, St. Louis, MO 1991

I created national advertising designed to encourage consumers and educational institutions to purchase a series of paintings featuring the great kings of Africa, painted by celebrated local, regional, national, and international African-American artists.

Not-For-Profit/Pro Bono Work Experience

No Kill Louisville, Louisville, KY 2011

I 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

I 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

I 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

I 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

I 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

I 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

I 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

I 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

I 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

I 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.

Urban Aid, New York, NY 1994

I worked with then chairman of Motown Records, Andre Harrell, to create and implement a national multi-media advertising campaign, to educate the African-American urban community about the dangers of AIDS and the prevention of HIV infection.

Piney Woods Country Life Home, Jackson, MS 1992

I met with Dr. Charles Beady, the President of this nationally recognized boys home and K-12 school, founded in 1909, to tour the facility and discuss the creation and implementation of a multi-media fund-raising program, designed to increase donations from the private and corporate sector.

St. Louis Effort For AIDS, St. Louis, MO 1990

I created an award-winning, multi-media PSA campaign to educate the heterosexual community in the St. Louis metropolitan area about the dangers of AIDS and the prevention of HIV infection.

Times Beach Environmental Task Force, Eureka MO 1990

I created an award-winning, multimedia PSA campaign to educate St. Louis residents about the dangers of a proposed toxic waste incinerator. The controversial campaign resulted in the proposed bond issue to construct the incinerator being rejected by voters.

Scholastic Inc. Yearn-To-Learn Challenge, New York, NY 1989-1991

I entered and won this annual, international advertising competition designed to create ads to keep kids from dropping out of school, three years in a row.

Public Service/Volunteer Work Experience

Roseville Community Preschool, Volunteer, Roseville, CA 2008-Present

I 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

I 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 (CAEP), 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

I 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

I 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

I 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

I 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

I 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.

Fashion Institute Of Technology, Guest Lecturer, New York, NY 1993-1996

I lectured and conducted creative workshops with graduating undergraduate advertising, graphic and fashion design students to aid them in preparing their portfolios to help them interview and get jobs. Advertising Women Of New York sponsored this annual career day event.

Annie Malone Boys Home, Volunteer, St. Louis, MO 1988-1990

I conducted creative writing workshops and served as a chaperone on various field trips, with at-risk preteen and teenage orphan boys, full-time residents of this home for black orphans, founded in 1888.

Katherine Dunham Center for the Arts & Humanities, Advisory Board Committee, East St. Louis, IL 1987-1991

As an executive advisor, I helped to develop new programs, maintain existing programs, and participated in decision making for allocation of funds and fund raising, for this world-renowned dance school. Founded in the 1960's by Katherine Dunham, credited with being the creator of modern dance, this center was designed to provide arts and humanities training to children and adults living in this community ravaged by abject poverty since the late 60's.

Southern Illinois University, Guest Lecturer, Edwardsville, IL 1987-1991

I lectured to undergraduate mass communications and journalism students about the pros and cons of working in corporate America and what it takes to land a job and be successful without sacrificing their integrity and morals.