

Kevin Miles

Writer/Creative Director

Objective:

To work for an agency that allows me to use my talent, experience and drive to create business building, award-winning work.

Experience:

Freelance Creative Director, Roseville, California
Glass McClure, Associate Creative Director, Sacramento, California
New & Improved Advertising, Senior Writer, Phoenix, Arizona
Bates USA Worldwide, Senior Writer, New York, NY
Barker, Campbell & Farley, Senior Writer, Virginia Beach, Virginia
After7 Advertising, Partner, Creative Director, St. Louis, Missouri
Worthy Cause Advertising, Creative Director, St. Louis, Missouri
D'Arcy Masius Benton & Bowles, Copywriter, St. Louis, Missouri

Accounts:

1-800-Collect / ABC / The Ad Council / AgraQuest / Allstate Insurance / American Standard / Amoco / Amtrak / AT&T / Baja Fresh / Bank Of America / Blue Diamond Budweiser / Bud Light / Burger King / Cadillac / CA Bureau of Automotive Repair CA Dept. of Boating & Waterways / CA Dept. of Forestry and Fire Prevention / CA Restaurant Association / CA State Franchise Tax Board / CALTRANS / Campbell's Soups / Chevrolet / Clearasil / Clinton/Gore '96 / Coca-Cola / Colgate / Combos Snacks / Coors Light / Crown Royal / The Economist Magazine / Del Webb Denny's / Duraflame / Everpure / Farm Credit / Ford Motor Company / Foxy Lettuce Gatorade / General Mills / General Motors / Golden1 Credit Union / Harley Davidson HBO / Ivory Shampoo / Jackson Rancheria / JC Penney / Jiffy Lube / Joop! Jeans & Perfume / Kodak / Levi's / Lexus / Life Stride Shoes / McCormack Winery McDonald's / Miller Lite / M&M's / Mennen / Mercedes-Benz / Miller Genuine Draft Minute Maid / Molina Medical / Monterey County Convention and Visitors Bureau Novartis Medical Nutrition / Papa Murphy's Pizza / Pepsi-Cola / Philip Morris Youth Anti-Smoking Program / Pfizer Pharmaceuticals / Phoenix Coyotes / RC COLA Reebok / Red Cross / Red Lobster / Remington / Remy Martin / Rockford Fosgate Saudi ARAMCO / Save Mart Supermarkets / Sentara Health Systems / Silver Legacy Casino / Sizzler Restaurants / Skittles / Snickers / Southwestern Bell / Sprint Sprite / Sutter Health / Tampax / Texaco / Thrift Town / Time Inc. / Toyota / Twix U.S. Marines / United Way / U S West / Valley Hospital / Verizon / ViaSoft / Virginia Lottery / Virginia State Tourism / Visitalk.com / Wendy's

New Business:

- \$120 million Burger King account
- \$30 million Pet Foods account
- \$5 million Denny's account
- \$5 million Calgrant account
- \$15 million Aventis Herbicide account
- \$8 million Tribute Herbicide account
- \$5 million Amtrak California account
- \$4 million California Bureau of Automotive Repair account
- \$5 million California Department of Forestry and Fire Prevention account
- \$2.3 million California State Franchise Tax Board account
- \$5 million Molina Medical account

Awards & Achievements:

- Recognition at Cannes and at the Clios in television, radio and print
- New York International Radio Advertising Festival
- Print's Regional Design Annual
- Adweek's Best Spots
- Webbys
- Gannett Outdoor Challenge
- National, Regional and Local Addys
- B.S., Mass Communications, Southern Illinois University
- Lectures at the Fashion Institute of Technology in New York, Southern Illinois University and University of California at Davis