

Josh Miles *Creative Director, Copywriter*

📍 Seattle

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Brief

Over a decade of experience leading and growing creative teams to partner with the world's best brands—from startups to the Fortune 100, NGOs to world governments—directing human-centered visual content that builds resilient relationships between brands and consumers.

Clients Include

Starbucks, Microsoft, Xbox, Amazon, BMW, Nike, ABInBev, Google, Coca Cola, Cummins, Netflix, Citi, JPMorgan Chase, Johnson & Johnson, AstraZeneca, and The Bill & Melinda Gates Foundation.

Professional Experience

2021 – present

Creative Director, Copy, Material [↗](#)

Manage and lead a team of copywriters, visual designers, art directors, associate creative directors, and motion designers, directing B2B and B2C creative engagements for Fortune 500 brands. Contribute to agency-wide integration efforts as part of a divisional leadership team.

- Increased my team's headcount by 20% and organically grew the team as Material's creative content studio, the agency's go-to source of expertise for creative content and visual design.
- Strengthened agency relationships with key accounts in the technology and healthcare verticals, leading to a **600%+ increase in average project budgets**
- Partnered with teams spanning brand strategy, research, psychology, CX, innovation, loyalty, and more to create and operationalize a branded design system for Material's proprietary brand health assessment framework, the Material Fidelity™ Model [↗](#).

2018 – 2021

Creative Director, Partner, Killer Visual Strategies [↗](#)

Directed the integration of a 30-person legacy agency, alongside eleven other agencies, in the formation of Material, a 1,400-person global digital transformation and CX innovation agency.

- Led change management efforts post-acquisition to integrate the agency and key service offerings, helping unite 1,400 employees across 11 cities.
- Drove **70%+ YoY revenue growth** for the business unit.
- Exceeded 2021 business unit revenue target **by 20%**.

2016 – 2018

Creative Director, Killer Visual Strategies

Operationalized the agency's full suite of creative offerings while spearheading the development of new capabilities.

- Charged with hiring, training, managing, and providing direction to the agency's full creative team resulting in a **six-year average employee tenure**, well above the industry-average of six months.
- Partnered with CEO to cultivate a refreshed agency POV on visual communications and content design, supporting highly successful thought leadership initiatives and content marketing that led to an average inbound lead flow of **10 new leads per week**.
- Supported negotiations, vetting, and sale of the business contributing to a **significant multiple of EBITDA valuation**.

2012 – 2016

Sr Content Writer & Digital Producer, Killer Visual Strategies

Created, launched, and operationalized the agency's motion graphics design offering, growing it to **50% of agency revenue** within two years.

- Produced, directed, and wrote **40+ video projects per year**.
- Directed designers, animators, voiceover talent, sound designers, and composers—both in-house and freelance.
- Operationalized new business development work streams.

2011 – 2012

Copywriter & Digital Producer, Shep Films [✉](#)

Developed key messaging strategies and supported clients and production teams through all phases of production, from concept development to execution and post-production.

- Supported developmental script edits and production for SHEP Films' first short, "In The Pines." **Accepted to SXSW 2012 Film Festival**.
- Supported developmental script edits, prop fabrication, and production for SHEP Film's second short, "Prospect." **Accepted to SXSW 2014 Film Festival**.

Additional Activities

- Member of the Board of Advisors, Tomolo Institute at Bellevue College, Design Thinking Program
- Guest lecturer, Seattle Pacific University
- Guest lecturer, The Downtown School

Education

2005 – 2009

English Literature & Creative Writing, Honors, Seattle Pacific University