

# EYUP!

I'm Rob, your swashbuckling Northern storyteller. I've spent 7 years working agency and client-side, online and offline. I've got the workhorse discipline to create great results solo, and the collaborative chops to work wonders in co-creation. Fully multidisciplinary, I work in writing, video and performance. Everything I do informs everything I do.

## ROBERT MYLES. TRUE STORIES, REAL AND IMAGINED.



### SKILLS AND COMPETENCIES

Storytelling	●●●●●●●●○
Copywriting	●●●●●●●●○
Ideation	●●●●●●○○○
Psychology	●●●●●●○○○
Editing	●●●●●○○○○
Shaving	●○○○○○○○○○
Research	●●●●●○○○○
Web & Social	●●●●●○○○
Premiere Pro	●●●●●○○○
Work Rate	●●●●●○○○
Prj. Coordination	●●●●●○○○
The Force	●●●●●●●●●

### USP: STRETCH & BUILD

I love to interrogate concepts, mine the fundamental whys, and apply my storytelling insights to connect ideas to their visceral roots. This helps lead to more compelling, more robust output with sharper positioning.

### PROLOGUE

**Last Job** Choreographing the fights for a stage production of Romeo & Juliet

**09-Present** Actor, Writer, Filmmaker

**08-09** AHS Foundation - Marketing Executive creating all copy, case for support, presentations, speeches and video content.

**07-08** JET Scheme - Taught English and acted as a cultural ambassador for the UK Noto-cho, Ishikawa

**2007** Graduated The University of Leicester 2:1 BSc (Hons) Psychology

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### WRITING

I've written websites, editorials, blogs, how to guides, sales material, speeches and more. I've covered the service, tech, health, travel, and FMCG industries, to name a few. I help businesses find their voice, communicate effectively, engage new audiences, and generate more leads. I've written over 5,000 original pieces for hundreds of different clients. I've also written a collection of six short stories, and a novel.

### HIGHLIGHTS

**Unilever** - transformed internal resources based on case studies, reformatting and rewriting copy to be presentable, accessible and engaging, with a series of eye-catching headlines.

**Marketers Media** - created a suite of online resources designed to make content marketing and SEO approachable to entrepreneurs with varying experience in online business.

**OxyFire Media** - website copy written in a distinctive, playful tone of voice designed to illuminate their unique relationship to clients, together with associated business to business sales case documentation.

**DMICON** - consulted on promotional material to make the first omnichannel marketing conference in ASEAN a success, including ghost-written blogs on behalf of speakers.

**Ragnarok - The Last Viking** - 1348. In the frozen tundra of northernmost Norway, Alrik Olvirson lives a life loyal to the Old Gods. When a plague ship wrecks on the shores of his village, he is forced out of exile and into Christendom in search of a cure for the Black Death.

### CREATIVE & CONCEPTUAL

I've both contributed to and lead the development of branding and product concepts. My unique blend of experiences in academic research, business writing and the arts have enabled me to create unique perspectives, voices and approaches for clients.

### HIGHLIGHTS

**Multinational Pharma Brand** - involved in the development of a brand outlook, storytelling, tone of voice and packaging claims for a new natural medicine brand acquisition.

**?What If! Innovation** - storyteller engaged in NPD for a premium whisky brand, devising products with compelling narratives that would speak to new generations and subcultures.

**Merely Theatre** - explored, developed and defined the company's voice, attitude and position in the wider market. Full spectrum consultation including B2B and B2C marketing materials, tone of voice development and essential brand elements, including PR.

**Effective Learning Service** - created the "Learn Without Limits" campaign for the University of Bradford, capturing the transformative effects of educational support on international graduate students. Work included interviews, video, branding, visual concept, script, blogs.

### DIGITAL & MULTIMEDIA

Extensive experience briefing and managing creative suppliers inc.: graphic designers, VFX artists, sound designers, composers, DOP's. An actor & filmmaker, I assist people with off-page communication when I can, from public speaking basics to playing Shakespeare.

### HIGHLIGHTS

**Hope In Kashmir** - a documentary shot on location about the 2007 Kashmir earthquake. Contributed to the successful funding of a health centre and dispensary providing urgent care to 13,000 isolated people in Kashmir.

**Museum Secrets** - BBC World/Nat Geo co-production. Presented an investigation into the real history of D'Artagnan and the Musketeers. I interviewed French academics and artistic fencers, and walked in the footsteps of Louis XIV, through the famous Hall of Mirrors in the Palace of Versailles.

**University of Sheffield** - delivering a presentation skills masterclass including PowerPoint and public speaking, helping to coach PhD students on best practices for presenting and defending their research.