

EYUP!

I'm Rob, your swashbuckling Northern storyteller. A writer-actor-filmmaker, I've spent 7 years working agency- and client-side, online and offline, on-stage and on-screen. I've got the workhorse discipline to create great results solo, and the collaborative chops to work wonders in co-creation. Fully multidisciplinary, 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 connect ideas to their visceral roots, before growing executions with storytelling in mind. This leads to more compelling, robust output with real resonance and sharper positioning.

PROLOGUE

Last Job Performing in *Simon Boccanegra* at the Royal Opera House

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

E: rob.myles@gmail.com

W: robmyles.co.uk

T: +44 (0) 7989 38 7048

S: rex.tremendae

CREATIVE & CONCEPTUAL *I have been involved in the development of branding, products, training, innovation & more. My blend of experience in creative & business writing, the performing arts and academic research give me a broad base of perspectives and approaches to draw from, tailoring my approach to the needs of the project.*

HIGHLIGHTS

Paraffin – developed a broad suite of deliverables for multiple global capabilities programs with a multinational alcohol brand, including a combination of face-to-face, video, online and social touchpoints. This included theming and story, video, branding, comms & activities.

Global Pharma Brand – workshoping and ideating 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.

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.

WRITING *I help clients find their voice and communicate effectively, both internally and to engage new audiences. By now, I've written over 5,000 original pieces for hundreds of different clients, from global multinationals to small businesses & start-ups.*

HIGHLIGHTS

Unilever – transformed internal case study resources, reconceptualizing and rewriting copy to be storified, 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 Olvirsson 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.

DIGITAL & MULTIMEDIA *Extensive experience briefing and managing creative suppliers across design & video production. 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 – a suite of products, including best-practice inspiration videos on writing, & a presentation skills masterclass for presenting and defending their research.

FIGHT REP – a miniseries of action scenes of varying styles, periods, weapons and more, helping early-career actors master performing on-screen action.

ACTING *I've toured the country playing leading roles in Shakespeare, led a midnight military siege through an East London tower-block, and uncovered evolutionary horrors in the Seychelles. Find out more on my Spotlight page: [9978-8949-7780](https://www.robmyles.co.uk/spotlight)*