

# EYUP!

I'm Rob, your swashbuckling multidisciplinary 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. 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

Latest News [The Shakespeare Deck](#)

09-Present *Writer, Actor 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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**CLIENTS** Unilever, Diageo, ABInBev, Johnson & Johnson, History Channel...

**CREATIVE & CONCEPTUAL** I have been involved in the creative direction of branding, products, capabilities, 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.

### HIGHLIGHTS

**Paraffin** – I have developed a broad suite of deliverables for multiple global capabilities programs, including face-to-face, video, online and social touchpoints, theming, storification, video, branding, comms, activities & exercises.

**Brand Claims** – workshopped and ideated brand outlook, storytelling, tone of voice and packaging claims for a new naturals brand acquisition.

**Gamification** – developed a global internal competition reaching 24 markets to champion best practice sharing and promote behavior change across the organization. This meant using best practices from gaming to help create an addictive sharing platform.

**?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

**Interactive Video Script** – created a fresh, informal, presenter-led script for an interactive learning video on progressive gender portrayal in advertising.

**Compelling Case Studies** – transformed internal case studies by reconceptualizing and rewriting copy using a three-act structure, with accessible and engaging language, topped by curiosity-driven headlines.

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

**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** I have 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** – 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.instagram.com/9978-8949-7780)