

TRUE STORIES REAL & IMAGINED

I'm Rob, your swashbuckling, multidisciplinary storyteller. An actor-writer-director, I've spent 8 years working agency- and client-side, online and offline, on-stage and on-screen. I've got the workhorse discipline to get great results solo, and the collaborative chops to work wonders in co-creation. Everything I do informs everything I do.

ROBERT MYLES | OVERVIEW | PROJECTS | CLIENTS & COLLEAGUES | CREATIVES



SKILLS AND COMPETENCIES

Storytelling	●●●●●●●●○
Writing	●●●●●●●●○
Ideation	●●●●●●●○
Psychology	●●●●●●●○
Polishing Copy	●●●●●●○○
Shaving	●○○○○○○○○
Research	●●●●●●●○
Video Editing	●●●●●○○○
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.

EDUCATION

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

ICEBREAKERS

- Once featured on a bus-stop (as a donkey)
- Bribed a bus-driver to see the northern lights
- Lost a karate fight to a Yakuza
- Thinks Paddington 2 is the best movie of the last five years
- 2020 hobbies include calligraphy, field archery, Munro bagging

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CLIENTS Unilever, Diageo, ABInBev, Johnson & Johnson, History Channel, RIFT...

CREATIVE & CONCEPTUAL I have been involved in the creative direction of branding, product development, 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 – 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, energising activities & learning exercises.

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 – using storytelling to drive NPD with a premium whisky brand, combining research & narrative to develop products that would speak to new subcultures.

Effective Learning Service – created the “Learn Without Limits” video campaign for ELS Ltd, capturing the transformative effects of educational support on international graduate students worldwide. Included interviews, video, branding, script, VFX.

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

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 e-learning video on progressive gender portrayal in advertising, with interactive elements.

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 – Historical Adventure Novel. 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 – produced and presented 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, uncovered evolutionary horrors in the Seychelles, and we don't talk about Fight Club. Find out more on my Spotlight page: [9978-8949-7780](https://www.robmyles.co.uk/spotlight)

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DETAILED SUMMARIES demonstrating the breadth of my creative endeavors across formats.

EVENTS

MSND – Associate Director on site specific immersive performance at Alexandra Palace. Responsibilities included contributing to the research and development phase, working one-on-one with actors, leading rehearsals and devising dynamic scene work with actors. Worked with movement practitioner to create physical grammar to express altered states, conflict and the supernatural. Directed and edited filmed sequences.

Global Capabilities Events – conceptualised theme, designed exercises, wrote & directed suite of themed video content, scripts for the CMO and Global Consumer Planning Director, brand articulations, social media promotion, short- and long-term engagement strategies, all rolled out across 26 markets with worldwide success, in 2018 and 2019.

7 Wonders Of The World – transforming an innovation hub into a set of seven different immersive environments, bringing to life major markets around the world, including set design, soundscaping, multisensory and interactive aspects. Included imported local delicacies for delegates to taste, costumes to wear and activities to participate in.

VIDEO

Interactive Learning Video - conceptualised, wrote, directed the presenter, conducted interview with celebrity guest, consulted with editors, all to produce a globally-distributed interactive training video that articulated how to achieve progressive gender representation in advertising, distilled down for easy understanding and absorption.

Alternate Futures - created fictionalised Breaking News videos depicting successful and unsuccessful outcomes of a major cultural change initiative, to motivate and provoke the global category leadership teams of one of the world's most loved multinationals.

Suite Of Refresher Videos – Conceptualised, scripted and edited eleven films summarising a year of creativity-based content, including inspirational content from third-parties combined with internal best practices.

Remote Brief – Provided copy-editing, performed voiceover and offered additional creative direction for a remote brief to creative agencies, articulating the challenges, opportunities, insights, and requirements.

WORKSHOPS

Deodorants – co-creation and ideation of branding, marketing communications, point of sale, and demo for best-in-class product innovations.

Oral Care – Facilitating, crafting and prototyping multiple routes for sustainability messaging across delivery formats: in manifesto, newspaper and tweet form, developed with consumer insights.

PLATFORM

Best Practice Sharing Platform – using gamification to conceptualise a best practice sharing platform that would drive cultural change within a multinational and connection across global acquisitions.

Consumer Intimacy – Project support including questionnaire design, titling, crafting the user journey, stretch & build of content and delivery.

SHAKESPEARE

The Shakespeare Deck – a powerful, portable [toolkit](#) for actors and creatives to get more from Shakespeare's text for auditions, rehearsals and performances.

Cracking The Shakespeare Code – an intensive one-day workshop for actors.

Professional Acting Credits – Autolycus, Banquo, Bedford, Benedick, Berowne, Bottom, Brutus, Claudius, Chorus, Dauphin, Douglas, Egeus, Friar Laurence, Lennox, Leontes, Malvolio, Nym, Oberon, Paris, Petruccio, Pinch, Puck, Sampson, Sebastian, Siward, Theseus, Young Siward.

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FEEDBACK from clients and colleagues from commercial projects.

CLIENT FEEDBACK

"It was the best training we have ever done in global marketing, delivering a memorable and engaging training day." Head of Digital Execution [on Experiential Training Day]

"It was wonderful working with Rob – everything was smooth and looked fantastic! We've had some really great feedback" Global CMI Director [on Immersive Event Design]

COLLEAGUE FEEDBACK

"Rob is a brilliant creative asset to any team or project. He has a talent for finding the magic in any brief, sparking ideas, researching directions thoroughly, and following through with coherent stories across the different executions of that message, such as films, scripts, activities, exercises and workshop journeys. Rob raises the bar on any project he works in, and he also happens to be a pleasure to work with." **Pam Hamilton**, Managing Director

"It amazes me how Rob comes up with all the creative and original ideas and inputs, I have seen some amazing content being built by him across [multiple projects] with totally different requirements. Rob is good at understanding all the details of a project, analysing them and then creating content that supports the overall goal but in a new, beautiful and crisp way with e.g. project themes, project names, project content such as creating videos, visuals and digesting content to create bite-sized communications. Rob is always super responsive and good for a quick call to talk through the tasks at hand in the most efficient way possible. Rob is great and able to keep high spirits even in pressured situations, I always look forward to working with him." **Anne Nørholm Iverson**, Head of Design

"Rob did great work helping us craft and then dramatise future scenarios for a strategy immersion day. The scripts were impactful and thought provoking and really added value to our event." **Coral McConnon**, Creative Development Consultant

"Rob added tons of value to the [capabilities project] with his creative genius across all touchpoints, adding to a memorable and energizing training day. Rob is a fantastic team player. He brings energy and enthusiasm to projects with an awesome 'can-do' attitude. He adds enormous value, bringing his creative flair to projects. He is an expert in developing creative films and storytelling." **Claudia Nielsen**, Creative Development Consultant

"To date, I have had the pleasure of working with Rob on two occasions; the first was as a co-creator at the [deodorant NPD], where Rob really stood out as being fully immersed in the day, having oodles of energy and passion and a great mind for creative thinking. More recently I worked with Rob on [capabilities project], where again he was a pleasure to work with. Despite the various challenges, Rob remained very positive, he provided clear creative direction for all suppliers and was extremely personable and approachable. I really enjoy working with Rob; he has a great can-do attitude, is a team player and is very clear in his communications." **Fiona Jones**, Senior Content Producer

"Under strict time constraints, Rob put himself in the mindset of a marketer, and instinctively sought the clarity needed to improve the user journey. He was able to identify and evaluate both potential obstacles for editing, and shining strengths to be amplified. His feedback was immediate and easy to understand, culminating in his contribution being valuable and effective. He also helped define the language the marketer would be motivated by and would directly respond to... hard hitting, positive, goal-orientated content that was immediately well received by the client." **Rachel Webley**, Senior Content Producer

"Rob is the most reliably creative person I've worked with. He has a natural tendency for divergent thinking, and is able to devise creative executions with a robust strategy at their core. His facilitative leadership style means he balances a strong, collaborative relationship with creatives and suppliers, while maintaining direction and decisiveness." **Sarah Peachey**, Project Manager

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FEEDBACK from creatives describing my working relationships.

THEATRE FEEDBACK

"As an Associate Director, Rob brought a wonderfully positive energy when running a rehearsal room; the depth of his knowledge coupled with his endless reserves of enthusiasm make him a fierce collaborator. Initially invited to a small R&D, Rob became an essential member of the creative team. If you need to add vim and vigour to a production, he will provide it in spades." **Felix Mortimer**, Artistic Director, RIFT

"Rob was part of our touring rep company for over two years and his hard work and commitment to the work is unparalleled. Recently, I was lucky enough to attend a text workshop that he was running, and it was one of the most useful and practical I have ever been to. These skills and knowledge allow Rob to make extremely effective choices, but he also stays open to suggestions and is always willing to listen to and learn from the opinions of others." **Scott Ellis**, Artistic Director, Merely Theatre

"The experience of working with Rob was an absolute pleasure. Not only because he is one of the pre-eminent actor-combatants of his generation, with an extraordinary skill set, but also because he is the easiest person to work with. He's a great member of a team or ensemble, generous with his colleagues, and always cheerful no matter how much pressure he's under. He's at the top of my 'Go To' list, and I hope to work with him many times in the future, simply because he makes my job easier." **Philip D'Orleans**, Equity Registered Fight Director, Royal Opera House, RADA.

VIDEOGRAPHY FEEDBACK

"Rob would be an asset to any film set. As a director, Rob is passionate, clear and inspiring when carrying out a vision. Rob is also the first person I would want by my side - as AD on the set of a particularly challenging music video, sensitive in subject matter, time and practicalities, Rob's calm, practical presence helped steer and direct the crew while his unstoppable creativity brought the production to a higher level entirely." **Guido Cavaciuti**, Director of Photography

"I worked with Rob on [a themed film project] and he proved himself to be a solid communicator and motivator. It was a pleasure being led by him, his instructions regarding the brief were concise and easily understood and his feedback was insightful. I am proud of the end product and would enjoy working with Rob again in the future." **Justin Laurie Greenberg**, Video Editor

"I recently worked with Rob on a fairly tricky video editing project, and overall it has been a really positive experience! He's extremely clear and articulate in his requests, and he provided one of the most comprehensive briefs I have ever received. Rob ensured that the project was a proper collaboration and always made himself available in case I needed any guidance. I hope we can work together again soon!" **Tony Moss**, Video Editor

"Rob's notes were fantastic. It's been a while since I worked with someone who could really break it down like that! It was incredibly helpful. I totally agreed with all points, and it gave me the confidence we could deliver what the client wanted." **Kat Harrison**, VO Artist

ACTOR FEEDBACK

"Working with Rob was hugely elucidating, his insight and knowledge of Shakespearian text is exceptional; his sense of rhythm brilliant, his directorial instinct clear and concise, and his manner in rehearsals a joy." **Henry Maynard**, Actor

"This was one of the best workshops I have ever attended! Robert is a huge mine of knowledge, and he teaches it in the most approachable way. I feel I could go to this workshop five more times and still come out learning new things. He is a fantastic teacher!" **Alice Bloomer**, Actor

"I'd highly recommend Rob's one-to-one's to any actor - established or emerging. Rob's approach was warm, accessible, but also razor-sharp in his perception. I left not only feeling confident in the piece I was preparing, but I also emerged with concrete exercises and methods to apply to any piece I undertake in the future." **Lindsey Huebner**, Actor