

JONATHAN J. MILLER

SENIOR COPYWRITER & ASSOCIATE CREATIVE DIRECTOR

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los angeles

WORK HISTORY & EDUCATION

THE WOO | ACD / COPYWRITER | 2019-2020

Created and oversaw multi-channel global advertising campaigns for various brands and divisions of Lenovo. Directed copy and design across interactive, video, social, and print for Lenovo and other brands.

ATTENTION GLOBAL | SR. COPYWRITER | 2018

Responsible for developing and overseeing global brand voice for INFINITI as executed through content creation and social advertising. Led all INFINITI social content creation and management with ACD/AD.

HYFN | SR. COPYWRITER | 2015-2018

Developed and wrote award-winning original content for social, interactive, influence, and broadcast across major national brands such as New Balance, shopDisney, 2K Games, Sky Zone, and Domino's—even leading the total rebrand of a top national franchise.

FUSE | SR. COPYWRITER & STRATEGIST | 2012-2015

Held a dual role as copywriter and strategist, leading key marketing programs for Kawasaki. Created brand campaign platforms, developed all social media strategy, wrote award-winning broadcast TV, and managed a team of creatives.

WUNDERMAN/TEAM DETROIT | COPYWRITER | 2010-2012

Served as the sole copywriter for the online advertising group, creating for digital media across all Ford and Lincoln models.

THE OHIO STATE UNIVERSITY | BSBA IN MARKETING | CLASS OF 2010

KEY ACCOMPLISHMENTS

Led repositioning and rebranding of Sky Zone Indoor Trampoline Parks—from research through execution.

Served as writer & creative director of a global launch campaign for Lenovo ThinkShield enterprise IT security.

Wrote global launch videos for the Kawasaki Ninja H2/R motorcycles, receiving millions of views worldwide.

Pitched and won business from major brands including Lenovo, Sky Zone, shopDisney, Domino's, Hyatt, and MGM Resorts.

Broke sales records for TRX Training via an e-commerce relaunch, including a web redesign, content development, and social advertising.

Partnered with Microsoft to bring the Mustang Customizer to Xbox 360.

Earned sound design, mixing and composition credits for 5hour Energy, NBA, Ford, and Sky Zone.

RECOMMENDATIONS

"Jonathan is an extremely rare talent who combines ground-breaking creative ideas and executive-level strategy to create award-winning work. He brings a raft of insights and alternate perspectives that most creative teams rarely see."

- Mike Berg, Creative Director @ Fuse

"Jonathan is a top-tier copywriter and strategist. He has a passion for delivering great work every time. Not just a guy that comes up with ideas, he can sell them. With clients he is very well spoken, detail-oriented, and confident. Above all, he will take on any challenge and put in as much time as needed to produce quality work."

- Nick Boes, Group Creative Director @ HYFN

"When it comes to pitching and selling ideas, his astute ability to internalize brand goals and propose strategic solutions for achieving them is truly admirable. He's a constantly proactive thinker...with an innate ability to translate these strategic goals into creative concepts."

- Amanda Whitehead, Copywriter @ HYFN