

# Miles Johnson

## Real World

### Senior Copywriter

Cramer-Krasselt (C-K); Chicago, IL

DEC 2019 - JAN 2024

- Launched the PorscheUSA Instagram account, growing it to 175K followers in a year.
- Developed a bold new voice for Farm Credit Mid-America, distinguishing it as a category leader.
- Partnered with UX team to redesign and rewrite FCMA.com, CottonUSA.org, and Rural1st.com.
- Established a new global brand, Cotton USA Solutions—from naming it, to producing the video, to writing the digital and print copy.
- Reintroduced Spirit Airlines' loyalty program to the world through print, email, and social.
- Adapted existing content to create a year-two video campaign for Corona Premier.
- Came up with winning names for events, sweepstakes, and a freaking roller coaster, Iron Menace.

### Junior Copywriter

Dentsu Creative; Chicago, IL

OCT 2017 - DEC 2019

- Scripted, cast, and directed a top-trending YouTube video featuring Stephen Curry.
- Designed a sold-out line of Brita holiday sweaters and wrote the e-commerce copy.
- Tricked out a Chicago train and bus for Pride month, which became the most commented-on activation in CTA history.

## Classroom

Copywriting graduate of the Chicago Portfolio School

2017

Art History BFA from the Savannah College of Art and Design (SCAD)

2010

## Extra Credit

Member of Cramer-Krasselt's Diversity, Equity, and Inclusion Team

2019 - 2024

Lead singer in Chicago advertising industry Battle For Hope concert

2019 - 2023

Producer and host of *Gays Planet* and *IDK What I'm Doing* podcasts

2018 - Now

## Oh Wait, There's More

Confident working in Microsoft Office, Figma, Adobe Creative Suite, Google Suite, and GarageBand

Confident ordering food in French and Korean

## Say Hello

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