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# Miles Lee

CREATIVE DIRECTOR | ART DIRECTOR | EXECUTIVE PRODUCER

Atlanta, GA

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## EXPERIENCE SUMMARY

Creative leader with 8+ years of experience developing and executing campaigns for global brands, agencies, nonprofits, and startup organizations. Proven track record leading cross-functional teams, managing multi-market productions, directing commercial and branded content, and delivering integrated creative solutions across digital, social, experiential, and broadcast platforms.

Experienced in campaign development, creative strategy, production management, visual storytelling, and post-production oversight. Skilled at building and leading high-performing teams, managing budgets and vendors, and transforming business objectives into compelling creative work that drives audience engagement and measurable results.

## EXPERIENCE

### **BBDO, Atlanta** - *Director / Senior Editor*

- Directed production crews and managed on-site creative execution for a nationally recognized agency.
- Oversaw production logistics and post-production workflows for multiple branded content deliverables.
- Collaborated directly with executive leadership, including the Chief Creative Officer and Head of Production.

### **Chemistry Agency, Atlanta** - *Art Director / Executive Producer*

- Led creative development and production for national campaigns including Lids and Five Guys.
- Recruited and managed production teams of up to 12 crew members across commercial productions.
- Directed creative execution from concept through final delivery while managing locations, vendors, equipment, and budgets.

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**Twitter, Atlanta** - *Senior Art Director*

- Led branding and creative development for Bluebird Design Week, Twitter's internal design conference.
- Designed event identity systems, experiential assets, branded merchandise, and digital experiences.
- Managed photography and video production while presenting creative progress directly to stakeholders and executive leadership.

**American Cancer Society, Atlanta** - *Senior Art Director*

- Led creative strategy and asset development for the international Relay For Life campaign.
- Developed campaign concepts, social content, motion graphics, and presentation materials for executive review.
- Delivered integrated creative assets supporting both paid and organic marketing initiatives.

**Implant Concierge, San Antonio** - *Art Director*

- Promoted from Multimedia Specialist to Art Director within one year.
- Established and led the company's internal creative department.
- Directed branding, marketing, product launch, trade show, website, and communications initiatives supporting an \$8M organization.

**CORE COMPETENCIES**

Creative Direction	Budget Management
Art Direction	Content Strategy
Campaign Development	Post-Production Supervision
Executive Production	Vendor Management
Brand Strategy	Creative Operations
Commercial Production	Experiential Marketing
Team Leadership	Digital Content Production

**AWARDS**

Entrepreneur Of The Year - Kent State University

NAACP Bey Good Grant recipient