JOEY MIRANDA

STORY & STRATEGY

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PROFILE

I'm a creative strategist working across strategy and story. I take brands from the first insight to the final line of the script, turning research and business priorities into a clear direction and ideas people notice. My work spans tech, education, financial services and immersive experiences, connecting what a brand stands for with what it puts into the world.

EXPERIENCE

GWI — Senior Creative Strategist

2026 - Present

- Led content and creative strategy for GWI's repositioning, helping shift the brand from a research platform to the human data layer behind AI-driven decisions.
- Wrote the brand film and launch film, and developed messaging principles that kept briefs and creative executions consistent across teams and channels.
- Partnered with Product Marketing to translate go-to-market plans into clear propositions, launch narratives and creative that made complex products accessible.
- Worked with Growth to audit live advertising, strengthen creative measurement and bring brand and SEO planning together around shared audience needs.

The Lost Estate — Lead Creative Strategist

2025 - 2026

- Led creative strategy for Chat Noir, developing the campaign territory, emotional narrative and channel approach for an immersive Parisian cabaret experience.
- Built a Meta-first direct-response strategy, writing UGC scripts and developing YouTube and OOH concepts that translated the brand world into ticket-selling creative.

Hunterlodge Advertising — Lead Creative Strategist

May 2022 - October 2025

- Led brand and campaign strategy for higher education clients including Birmingham City University, Birkbeck, Queen Mary, SOAS and LSE.
- Built the 'Reaching Beyond' brand platform for BCU, a full repositioning that became the university's live brand identity and campaign foundation.
- Developed creative territories and propositions that gave campaign teams a clear, distinctive starting point and the confidence to take the work further.
- Led creative briefings and workshops that aligned departments, clarified decisions and gave creative teams a shared direction for the work.

Ekstasy Advertising — Creative Strategist and Designer

July 2021 - May 2022

- Developed brand and content campaigns for Starling Bank, SumUp and LloydsDirect across TV, social, OOH and CRM.
- Built storytelling and proposition frameworks that shaped launch campaigns for new services and platforms.

Dialect — Creative Designer

April 2021 - June 2021

- Developed audience-led creative and campaign narratives for Logitech for Creators and Blue Mic across film, social, branded content and launch work.

Previous Experience — Freelance Creative and Early Career

2013 - 2021

- Delivered youth marketing campaigns, brand content and creative direction across fashion, music and media, leading social and creative work for independent brands and agencies.