Brian W. Miller

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brianwaynemiller.com

EXPERIENCE

Walgreens Chicago, IL

Web Content Writer/Ecommerce Customer Service Coordinator

2011 - present

- Write and maintain all Help Center content and instruction sets on walgreens.com and photo.walgreens.com
- Establish continuity between Help Center, marketing, and internal customer service agent knowledge base
- Raised Help Center customer satisfaction scores 16% year-over-year using qualitative and quantitative analysis
- Created site navigation structure and established taxonomy for adoption of new internal knowledge base CMS

Financial Services Provider (Company Confidential)

Chicago, IL

Content Producer

2010 - 2012

- Researched news relevant to specific regulatory issues for global financial services provider
- Created 150-200 word blog posts, edited for web using established style guide, meeting weekly deadlines

Viewpoints Network

Chicago, IL

Data Quality Contractor

2010 - 2011

- Managed existing user-generated reviews including researching products, editing product classification, merging duplicate products, and linking to retail partner websites Shopping.com and Amazon.com
- Edited SEO copy and product descriptions, including adding and fixing HTML tags in content management system

Clear Channel Communications

San Diego, CA

Junior Account Executive — KGB-FM and Clear Channel Digital

2007 - 2009

- Partnered with Senior Account Executive; \$1.3 million in billing in 2008, 30% in NTR, events, and interactive
- Designed mock-ups and served as main point person for interactive campaign implementation and art direction
- Created and implemented interactive and radio advertising campaigns including proposals and on-air schedules, copywriting, qualitative research, recaps including DART campaign metrics and analysis, and all client promotions

The Material Music, Inc.

San Diego, CA

Musician / Media Manager

2006 - 2008

- Secured interviews and features in local and national print, television, radio, and online publications
- Built dedicated fan base and industry presence through street marketing and fan interaction on social networks
- Mobilized grassroots fan support via social media to earn a top 3 spot in MTV2's Dew Circuit Breakout live finale

Finest City Broadcasting

San Diego, CA

Account Coordinator - XTRA-FM, XHTZ-FM, XHRM-FM

2005 - 2007

- \$2 million in annual billing as a three-person team with two Senior Account Executives at startup company
- Wrote promotional copy, coordinated production, created proposals, and provided client customer service
- Coordinated multichannel advertising campaigns including on air, on site, and interactive promotion elements

Emmis Communications

Indianapolis, IN

Account Coordinator - WIBC-AM and Network Indiana

2003 - 2005

- Partnered with top-billing Account Executive, exceeded revenue goals by an average of 12% over two fiscal years
- Provided customer service including script writing, production, proposals, research, collections, and newsletter

EDUCATION

DePaul University - Chicago, IL

2009 - 2011

MA in New Media Studies; coursework in content strategy, technical writing, usability, design, and production

Butler University - Indianapolis, IN

1999 - 2003

BS with departmental honors in Telecommunication Arts, minor in Business Administration

SKILLS

- Proficient in MS Office, HTML/CSS, Oracle/RightNow CRM, WordPress, social media and blog platforms
- Experience in Adobe Site Catalyst/Omniture, Vovici, Google Analytics, SEO, Adobe Illustrator, Photoshop, InDesign, Dreamweaver, audio and video production and editing, media ratings and research applications