



ERIC MILLER

214-997-3302
Dallas, Texas
ericmiller.me

ericmillerme@outlook.com

COMMUNICATIONS PROFESSIONAL

GRAPHICS AND VIDEO | MARKETING | WRITING AND EDITING

Versatile leader with more than 15 years of professional and entrepreneurial experience steering communication efforts for companies in the insurance, art, construction, and real estate markets.

Content creator with the creative finesse necessary to deliver engaging graphic, written and motion content experiences in team-based, deadline-driven environments; skilled consensus-builder and supervisor.

Strategic thinker and trend spotter with a passion for new media; implements campaigns and tactics that deliver actionable insights, while also growing conversations and serving modern audiences.

KEY SKILLS

Writing and Editing • Publications • Content Development • Social Media Management • Press Releases
Inbound Marketing • Project Management • Account Management • Relationship Management
Graphic Design • Video Production • Motion Graphics
Adobe • WordPress • CSS • HTML • Photography
Metrics and Analytics • Blogging • Relationship Management • Advertising

PROFESSIONAL HISTORY

Communications and Marketing Manager

LevelFirst
January 2016-Present

Oversee communications, advertising and marketing for wholesale insurance broker. Create consistent branding across all channels from brochures to email signatures. Redesign relaunch and maintain website. Create content in the form of newsletter articles, press releases, eblasts and more. Established and manage social media presence. Create advertising materials, business cards, sales sheets and printed materials. Also facilitate redesign and rebranding of IAT Advantage product materials for parent organization.

Associate Account Manager

PicturePlane
July 2015-December 2015

Manage imaging and illustration projects with major motion picture, gaming and toy clients. Create cost proposals, manage artist staff, manage files and ongoing correspondence with clients.

Promoter/Manager

Texas Art Expo
August 2012-Present

Organize, promote and manage Texas Art Expo, a yearly event in Fort Worth.

Member

Vintage Promotions, LLC and American Vintage Market, LLC
March 2012-December 2014 | Dallas, TX

Teamed with business partner and several part-time staff members to promote and produce vintage, art, and antiques shows in Michigan, Illinois, Iowa, and Texas. Managed relations with event sponsors, venues, and advertisers and handled all PR efforts, producing press releases and fielding media questions. Created show / advertising budgets; marketed events via social media, paid social media ads, paid trade and advertising, direct mail, postcards and posters. Developed advertising collateral, including logos, graphic and ad design; performed photography as needed.

- Managed web content, press releases, and arranging interviews with Danielle Colby of the series *American Pickers* (a business partner from American Vintage Market).
- Shows in Grapevine and Fort Worth, TX, Davenport, IA, Grand Rapids, MI, and Chicago, IL were consistently popular / profitable.

Freelance Reporter

Manufactured Home Marketing Sales Management
2010-2012 | Dallas, Texas

Provided news coverage, writing five daily news briefs for company site including detailed Q&A articles with industry experts. Collaborated with operations manager, copy editor, voice talent, and a second writer.

- Designed overall content format to enhance SEO performance; company owner reported dramatic improvement as a result of this change.

Editorial Director

Sacks Communications
2008-2009 | Brooklyn, New York

Led editorial department for a monthly construction industry publication. Created advertorial supplements, including brochures and web content, to reinforce branding and positioning. Worked with graphics department to determine magazine layout, trained new writers, and participated in sales calls as needed.

- Interviewed artists and architects in the NYC construction market, including key figures on the World Trade Center building project.

Editor & Communications Director

IBA West
1999-2003 | Oakland, California

Handled internal communications for a trade association representing independent insurance agents and brokers. Created content covering industry news and consumer news for distribution by clients, delivering an average of two reports each week. Functioned as copy editor, reviewing content drafted by other associates. Contributed to marketing efforts related to products, education, and professional conferences offered to association members.

- Oversaw successful transition from fax-blast to a text-based email and regular website news updates.
- Designed new reports on topics connected with technology, health insurance, and workers' compensation.
- Ensured effectiveness of lobbying, communicating regularly with the Department of Insurance and various lobbyists on the status of legislation; traveled to Sacramento to report as needed.

CAREER NOTE: *Early career experiences included Resident Relations Manager, Housing Authority, City of Pittsburgh and an Assistantship with the Mayor's Office of Economic Development of Akron, Ohio.*

OTHER COMMUNICATIONS & PUBLIC RELATIONS EXPERIENCE

- Promoted television premiere of the PBS Documentary *Body & Soul: Diana & Kathy* by Academy Award Winning Director Alice Elliot (2009).
- Media clips include *Boston Globe*, *New York Post*, *Columbus Dispatch* and others.
- Conducted interviews with U.S. Congressman Walter Jones, American Medical Association President Randolph Smoak, Architect Steven Holl and others.

PUBLICATIONS

- Created various articles for *New York Construction* supplements (published by McGraw-Hill).
- Other articles have appeared in *Pittsburgh Tribune-Review*, *Urban Ecology*, *Home Design*, *San Francisco Downtown*, *In Pittsburgh*.
- Author of Chapter in *Literary Trips, Following in the Footsteps of Fame* (2000).

EDUCATION & PROFESSIONAL DEVELOPMENT

Certificate in Public Relations
New York University

Master of Arts, Urban Studies
University of Akron

Video Animation - *In progress*
North Lake College, Dallas

Bachelor of Arts, Communication
Robert Morris University

Associate Specialized Business Degree
Music and Video Business
Art Institute of Pittsburgh