

Brian W. Miller

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EDUCATION

DePaul University – Chicago, IL

2009 – present

- Master of Arts in New Media Studies; expected graduation in June 2011
- Coursework in media theory, writing for the web, Web 2.0 trends, graphic design, and usability engineering

Butler University – Indianapolis, IN

1999 – 2003

- Bachelor of Science in Telecommunication Arts, minor in Business Administration
 - 3.44 GPA; Graduated with departmental honors in Telecommunication Arts
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EXPERIENCE

Clear Channel Communications

San Diego, CA

Junior Account Executive – KGB-FM and Clear Channel Digital

2007 – 2009

- Worked directly in partnership with Senior Account Executive
- \$1.3 million in billing in 2008: 30% in non-traditional revenue, events, and interactive
- Created and implemented interactive and radio advertising campaigns
- Designed campaign mock-ups for prospective interactive advertisers
- Served as main point person for campaign implementation and artwork direction
- Assembled and presented full graphical recaps including campaign metrics and analysis
- Provided client customer service, including proposals and on-air schedules, writing scripts and coordinating production, qualitative data research, and all client promotions

The Material Music, Inc.

San Diego, CA

Musician / Media Manager

2006 – 2008

- Wrote and distributed press releases to local and national media outlets
- Secured interviews and features in local and national print, television, radio, and online publications
- Built dedicated fan base through street marketing and fan interaction on social networks
- Increased industry presence by interacting with media and industry professionals
- Mobilized grassroots fan support to earn a top 3 spot in MTV2's Dew Circuit Breakout live finale
- Reviewed contracts and made team decisions regarding business expenditures and partnerships

Finest City Broadcasting

San Diego, CA

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

2005 – 2007

- Worked as a three-person team with two Senior Account Executives at startup company
- \$2 million in billing in 2007 as part of a two-person team
- Provided customer service to existing and prospective clients, including script writing, production coordination, invoicing, proposals and one-sheets, and receivables collections
- Coordinated multifaceted advertising campaigns including on air promotion, on site event promotion, and interactive promotion elements
- Served as main contact to Accounting, Traffic, Promotions, Programming, and Interactive departments

Emmis Communications

Indianapolis, IN

Account Coordinator – WIBC-AM and Network Indiana

2003 – 2005

- Worked directly with the top-billing Account Executive
 - Exceeded revenue goals by an average of 12% over two fiscal years
 - Provided customer service to existing and prospective clients, including script writing, production, invoicing, proposals, ratings and demographic research, collections, and a monthly newsletter
 - Coordinated advertising campaigns including on air, on site and interactive promotion elements
 - Developed opportunities for growth of current accounts and prospected for new accounts
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SKILLS

- Proficient in Microsoft Office, media ratings and research applications, social media and blog platforms
- Additional experience in Adobe Illustrator, Photoshop, InDesign, Dreamweaver, HTML, web analytics, SEO/SEM