

# Brian W. Miller

brian@brianwaynemiller.com 312.880.7205

brianwaynemiller.com

---

## EXPERIENCE

### Walgreens

Chicago, IL

*E-Commerce Customer Service Coordinator/Web Content Writer*

2011 – present

- Write, edit, and maintain Help Center documents and FAQs on Walgreens.com
- Analyze site traffic and customer satisfaction data and respond to user behavior and needs
- Ensure continuity between Help Center, marketing, and internal customer service knowledge base
- Create site structure and migrate documents as part of the CRM upgrade team

### Financial Services Provider (Company Confidential)

Chicago, IL

*Content Producer*

2010 – present

- Research news relevant to specific regulatory issues for global financial services provider
- Create 150-200 word blog posts, edited for web using traditional style guides, 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 interactive marketing, 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 Microsoft Office, media ratings and research applications, social media and blog platforms
- Experience in HTML/CSS, Adobe Site Catalyst/Omniture, Vovici, Google Analytics, SEO/SEM, Adobe Illustrator, Photoshop, InDesign, Dreamweaver, audio and video production and editing