

# Brian W. Miller

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## EXPERIENCE

### **National Association of REALTORS®**

**Chicago, IL**

*Manager of Content Strategy*

*2017 – present*

- Led content team in migrating and launching a new site design, taxonomy, and navigation of nar.realtor, the flagship member communications website for the nation's largest trade association
- Define web content strategy, style guide, and editorial standards for NAR's online member communications
- Manage team of three content strategists, both local and remote
- Create, edit, and remove vocabulary terms from master taxonomy based on analysis of user data
- Develop image size and content standards for web and social media
- Test and optimize content appearance and production workflow in collaboration with UX, QA, and Development
- Present new and restructured content based committee input at semiannual conferences

*Content Strategist*

*2013 – 2017*

- Contribute to development of annual web content strategy and editorial standards for nar.realtor
- Manage web content for six NAR departments, including optimization and restructuring of existing and new site sections, editing copy, producing content, and updating landing pages and features
- Develop new content based on working sessions with NAR department workgroups at semiannual conferences
- Lead graphics development efforts, including producing infographics and banners for nar.realtor and social media channels; original graphics have been shared more than 2,000 times from NAR's main social channels
- Cover for other content strategists or Manager of Content Strategy in case of absence

### **Walgreens**

**Chicago, IL**

*Web Content Writer/Ecommerce Customer Service Coordinator*

*2011 – 2013*

- Wrote and maintained all Help Center content and instruction sets on walgreens.com and photo.walgreens.com
- Established 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*

- Created weekly blog posts on news relevant to specific regulatory issues for global financial services provider

### **Viewpoints Network**

**Chicago, IL**

*Data Quality Contractor*

*2010 – 2011*

- Managed existing user-generated reviews including editing product classification, SEO copy, HTML tags, merging duplicate products, and linking products to retail partner websites Shopping.com and Amazon.com

### **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
- Created and implemented interactive and radio advertising campaigns including design mock-ups, copywriting, art direction, qualitative research, recaps including campaign metrics and analysis, and all client promotions

### **Finest City Broadcasting**

**San Diego, CA**

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

*2005 – 2007*

### **Emmis Communications**

**Indianapolis, IN**

*Account Coordinator – WIBC-AM and Network Indiana*

*2003 – 2005*

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## EDUCATION

### **DePaul University – Chicago, IL**

*2009 – 2011*

- MA in New Media Studies; coursework in content strategy, tech writing, information architecture, UX, design

**Butler University – Indianapolis, IN***1999 – 2003*

- BS with departmental honors in Telecommunication Arts, minor in Business Administration
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**SKILLS**

- Proficient in HTML, CSS, Drupal, WordPress, Illustrator, Photoshop, JIRA, agile project management, SEO, social media and blog platforms
- Experience in Adobe Analytics, Google Analytics, audio and video production and editing, InDesign, Dreamweaver, media ratings and research applications