

Brian W. Miller

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EXPERIENCE

National Association of REALTORS®

Director, Web Content Strategy

Chicago, IL

2019 – present

Lead web content strategy, content operations & workflow, and web production for six NAR websites, including the association's flagship site and event websites, accounting for 700K unique visitors / 2.2MM page views per month.

- REALTOR® Magazine online content migration
 - Increased organic traffic 90% year over year.
 - Mapped content to newly developed taxonomy in line with business and SEO strategy
 - Created archiving and sunset plan for 67% of content database, weeding out underperforming content
- Launch of new NAR Mobile App
 - Designed content experience and delivery plan for NAR Mobile App
 - 50K+ downloads, 20K+ active users in first three months
 - Defined content delivery and push notification rules
 - Defined taxonomy mapping to website terms and APIs
- Leadership and Mentorship
 - Manage team of content four strategists, product manager, and multiple contractors
 - Mentored and coached team member into senior leadership position
- Member and Executive Presentation
 - Present project plans and updates to member committees at annual meetings
 - Led session educating attendees on web content management and strategy at NAR annual convention

Manager of Content Strategy

2017 – 2019

- Led content team in migration and launch of new site design, taxonomy, and navigation for nar.realtor, the flagship member communications website for the nation's largest trade association
- Defined web content strategy, style guide, and editorial standards for NAR's online member communications
- Managed team of three content strategists, both local and remote
- Created, edited, and removed vocabulary terms from master taxonomy based on analysis of user data
- Developed image specs, guidelines, and content standards for web and social media
- Tested and optimized content layouts and production workflow, collaborating with UX, QA, and Development
- Presented new and restructured content based on committee input at semiannual conferences

Content Strategist

2013 – 2017

- Contributed to development of annual web content strategy and editorial standards for nar.realtor
- Managed 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
- Developed new content based on working sessions with NAR department workgroups at semiannual conferences
- Led 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

Walgreens

Web Content Writer/Ecommerce Customer Service Coordinator

Chicago, IL

2011 – 2013

- Wrote, maintained, and measured effectiveness of all consumer-facing Help Center content and technical documentation 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)

Content Producer

Chicago, IL

2010 – 2012

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

Viewpoints Network*Data Quality Coordinator*

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

Chicago, IL*2010 – 2011***iHeartMedia** (formerly Clear Channel Communications)*Junior Account Executive – KGB-FM and Clear Channel Digital*

- Partnered with Senior Account Executive; \$1.3 million in billing in 2008; 30% in events and digital
- 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

San Diego, CA*2007 – 2009***Local Media San Diego** (formerly Finest City Broadcasting)*Account Coordinator – XTRA-FM, XHTZ-FM, XHRM-FM***San Diego, CA***2005 – 2007***Emmis Communications***Account Coordinator – WIBC-AM and Network Indiana***Indianapolis, IN***2003 – 2005*

EDUCATION**DePaul University – Chicago, IL**

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

Butler University – Indianapolis, IN

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

SKILLS

- Proficient in content strategy, SEO, HTML, CSS, Drupal, WordPress, Adobe Analytics, Illustrator, Photoshop, JIRA, Figma, agile project management, social media and blog platforms
- Experience in Workfront, Google Analytics, Tableau, audio and video production and editing, InDesign