Brian W. Miller

Enterprise Web & Content Strategy Leader | SEO / AEO | AI-Enabled Content Operations

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SUMMARY

Digital communications leader with 15+ years growing web and mobile channels, including 13 years at the National Association of REALTORS®, the nation's largest trade association. Leads a 10-person team and six websites drawing 19M+ page views a year. Proven record of turning content strategy into measurable results: 90% year-over-year organic traffic growth, enterprise taxonomy and headless CMS migrations, and a mobile app with 1 million downloads. Early adopter of AI and AEO/GEO practices to modernize content operations, with a foundation in information architecture, UX, and media.

CORE COMPETENCIES

Enterprise Web Strategy • Content Strategy & Governance • SEO, AEO & GEO • Taxonomy & Information Architecture • CMS Migration (Drupal, Headless) • Email Channel Strategy • AI-Enabled Content Operations • AI-Assisted Page Prototyping & Wireframing • Team Leadership & Mentoring • Stakeholder & Executive Communication • Analytics & Data-Driven Optimization • Mobile App Content • Social Media Content • Agile Project Management

PROFESSIONAL EXPERIENCE

National Association of REALTORS® | Chicago, IL **2013 – Present**

Director, Web and Email Channel Strategy *2026 – Present*

- **Lead enterprise web strategy for six NAR websites**, including flagship nar.realtor and event sites, drawing 19.1M page views a year and an average of 543K unique visitors per month.
- Manage a 10-person team spanning web content strategy, SEO, production, and email.
- Own and maintain the web roadmap, setting web content and SEO priorities and coordinating strategy across web, mobile app, and campaign initiatives with stakeholders across multiple teams.
- Deploy AI solutions for content generation, ideation, and optimization across digital channels, and use AI-assisted page prototyping and wireframing to speed page planning and stakeholder review.
- Oversee email channel strategy and production, including segmentation, governance, and performance optimization.

Director, Web Content Strategy *2019 – 2026*

Led web content strategy and operations, owned the enterprise website taxonomy, and directed editorial and technical SEO.

- **Increased organic traffic 90% year over year** by migrating REALTOR® Magazine online content to a new SEO-aligned taxonomy and retiring 67% of the content database through a data-driven archive and sunset plan.
- **Launched the NAR mobile app content experience**, designing the delivery plan, push notification rules, taxonomy mapping, and APIs. The app reached 545K downloads in its first year and 1 million to date, with 22K monthly active users.
- Defined content requirements for NAR's migration to a headless Drupal 10 CMS, specifying how content would carry over between Drupal versions and optimizing content and media assets for the new platform.
- Managed four content strategists, a product manager, and multiple contractors; mentored a team member into a senior leadership position.
- Presented project plans to member committees at annual meetings and led an education session on web content strategy at the NAR annual convention.

Manager of Content Strategy *2017 – 2019*

- Led the content team through the redesign and relaunch of nar.realtor, delivering new taxonomy and navigation for NAR's flagship member website.
- Defined web content strategy, style guide, and editorial standards for NAR's online member communications.
- Managed three content strategists across local and remote locations.
- Governed the master taxonomy, adding, revising, and retiring terms based on user-data analysis.
- Partnered with UX, QA, and development to test and optimize content layouts and production workflow; set image and content standards for web and social.

Content Strategist *2013 – 2017*

- Managed web content for six NAR departments, restructuring site sections, editing and producing content, and maintaining landing pages and features.

- Led graphics development for web and social; original infographics were shared 2,000+ times.
- Contributed to annual web content strategy and editorial standards, developing new content with department workgroups at semiannual conferences.

Walgreens | Chicago, IL **2011 – 2013**

Web Content Writer / Ecommerce Customer Service Coordinator

- **Raised Help Center customer satisfaction scores 16% year over year** through qualitative and quantitative content analysis.
- Wrote, maintained, and measured all consumer-facing Help Center content and technical documentation for walgreens.com and photo.walgreens.com.
- Built navigation and taxonomy for a new internal knowledge base CMS, aligning Help Center, marketing, and customer service agent content.

Earlier Experience

- **Content Producer**, Global Financial Services Provider (Confidential), Chicago: Wrote weekly blog posts on regulatory news.
- **Data Quality Coordinator**, Viewpoints Network, Chicago: Managed user-generated product reviews, SEO copy, meta tags, and retail partner links (Amazon, Shopping.com).
- **Junior Account Executive**, iHeartMedia (KGB-FM & Clear Channel Digital), San Diego: Co-managed $1.3M in annual billing, 30% of it from events and digital; built radio and interactive campaigns from mock-ups and copy through performance recaps.
- **Account Coordinator**, Local Media San Diego and Emmis Communications, Indianapolis

EDUCATION

MA, New Media Studies | DePaul University, Chicago, IL
Coursework in content strategy, technical writing, information architecture, UX, and design

BS, Telecommunication Arts | Butler University, Indianapolis, IN
Departmental honors; minor in Business Administration

TOOLS & PLATFORMS

Content Management & Workflow: Drupal, WordPress, Iterable, Workfront, JIRA

Analytics & SEO: Adobe Analytics, Google Analytics, BrightEdge, Tableau

Design & Production: Figma, HTML, CSS, Adobe Photoshop, Illustrator, InDesign, audio and video production