

Chris Miller

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*I combine data, strategy, and inspiration to create innovative solutions.
I love to lead teams, build brands, and create lasting relationships.*

Employment History

2017 — Present

Marketing Manager, Marist High School; Eugene, Oregon

Marketing strategy, graphic design, web design and social media.

2010 — 2017

Proprietor, Chris Miller Design; Eugene, Oregon

Providing targeted strategy and graphic design consulting services.

2008 — 2010

*Marketing Director, Great Lakes Educational Loan Services;
Madison, Wisconsin*

Responsible for communications with thousands of universities and schools, and millions of student borrowers. Wrote a comprehensive brand strategy that ultimately resulted in a rebranding of the company. Built a new marketing and communications business group by merging marketing writing, technical writing, and marketing support. Under my leadership, my team created internal and external communications during a time of great turmoil in the student loan industry, managing broad changes in the company's business model and product offerings within a very short time span. We created new deliverable suites to standardize document maintenance and support.

2002 — 2008

*Web Producer, Great Lakes Educational Loan Services;
Madison, Wisconsin*

Created both the strategy and implementation for the company's first functional branded website. The e-commerce team grew from myself to over 60 staff, including designers, project managers, and JAVA programmers. My team spearheaded design and usability of the corporate portal and web applications.

1998 — 2001

*Creative Director, ZCom/Emerald Solutions Interactive Group;
Portland, Oregon*

Served as primary creative client contact for an interactive agency, consulting with senior management from national, regional, and local brands. Mentored creative teams through a difficult time of high work volume, mergers, evolving priorities, and the ultimate collapse of the internet startup economy. Actively collaborated with branding and usability team management and technical integration teams.

Expertise

- Brand strategy
- Creative development
- Art direction and print design
- Website design and implementation
- Creative writing
- Talent management
- Social networks
- Proficient in virtually all related design applications and tools, from Adobe to WordPress to Microsoft to Slack

Education

Bachelor of Fine Arts,
Graphic Design
Oregon State University

Portfolio available at
www.cmiller.com

LinkedIn profile:
www.linkedin.com/in/clmiller

*References available
upon request*