
CHRIS MILLER

CREATIVE DIRECTOR | MARKETING DIRECTOR | BRAND DIRECTOR

Experienced creative manager that combines data, strategy, and inspiration to create innovative solutions: leading teams, building brands and creating lasting relationships.

Strategic thinker that creates solutions out of available data.

Results-oriented manager that focuses on the bottom line. Raised over \$1M for three consecutive years for a small private high school.

Effective leader that mentors, challenges and motivates every member of the team. Seamlessly managed 8-14 team members in variously challenging environments for over twelve years.

EXPERIENCE

MARKETING MANAGER, MARIST CATHOLIC HIGH SCHOOL: 2017 – PRESENT

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| <ul style="list-style-type: none">• Executed bi-yearly Annual Fund campaign raising over \$500,000 yearly• Developed and produced 300-page corporate website• Initiated and created over 25 print collateral pieces yearly | <ul style="list-style-type: none">• Administered brand and marketing strategy• Formed and managed social media campaigns• Instituted design and production for special event collateral and promotion | <ul style="list-style-type: none">• Redesigned Quarterly <i>Marist Magazine</i>• Created high-quality promotional videos• Introduced environmental design solutions |
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PROPRIETOR, CHRIS MILLER DESIGN: 2012 – 2017

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| <ul style="list-style-type: none">• Administered marketing and brand strategy, designed identity and packaging for Saucefly• Developed identity and website for Refugee Resettlement Coalition of Lane County | <ul style="list-style-type: none">• Devised marketing and brand strategy, designed identity and packaging for Growbiotics• Built custom website for Math is Magic | <ul style="list-style-type: none">• Established identity design and website design for Avanté Surgical• Created identity and website for Tasting Cultures Foundation |
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MARKETING DIRECTOR, GREAT LAKES EDUCATIONAL LOAN SERVICES: 2008 — 2011

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| <ul style="list-style-type: none">• Executed a merger of three groups into a new marketing department of 14 staff• Built a suite of marketing materials to target an emerging national audience | <ul style="list-style-type: none">• Charted broad changes to the company business model and product offerings• Created materials for national-level presentations that resulted in signed contracts | <ul style="list-style-type: none">• Launched new deliverable suites for documentation maintenance and support• Administered new measures to improve staff morale |
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EXPERIENCE, CONTINUED

GREAT LAKES EDUCATIONAL LOAN SERVICES, WEB PRODUCER: 2002 — 2008

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| <ul style="list-style-type: none">• Pioneered a comprehensive brand strategy that resulted in a rebranding of the company• Administrated accessibility coding standards in accordance with ADA compliance | <ul style="list-style-type: none">• Established the first fully-functional and branded corporate website presence• Created brand standards to be used corporation-wide | <ul style="list-style-type: none">• Grew E-commerce team from two to over 60 designers and programmers• Spearheaded design and usability of the corporate portal and web applications |
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ZCOM, CREATIVE DIRECTOR: 1998 — 2002

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| <ul style="list-style-type: none">• Senior creative contact, consulting with senior management from national, regional and local brands | <ul style="list-style-type: none">• Mentored creative teams through a difficult time of high work volume, mergers, evolving priorities and industry turmoil | <ul style="list-style-type: none">• Actively collaborated with branding and usability team management and technical integration teams |
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SKILLS

Brand strategy, marketing strategy, advertising strategy, print graphic design, electronic graphic design, marketing writing, creative writing, email marketing, direct-mail marketing, professional communication, public speaking, budget management, web development, html coding, social media, talent management, Adobe Photoshop, Illustrator, InDesign, Acrobat Pro, Microsoft Word, Microsoft Excel, Weebly, WordPress, Asana, Slack.

EDUCATION

Oregon State University, B.F.A. Graphic Design