

Ben Miller

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Portfolio: <http://liquidchroma.com/resume/>

Corporate, marketing and creative communications specialist

- Creating unique and effective content for a variety of business applications
- Counseling senior leadership and internal teams on communications best practices
- Shaping content to align with audience and medium, especially for online and new media
- Building and activating relationships with internal and external teams
- Identifying and evaluating emerging communication trends and strategies

Expertise

- Writing, editing and researching
- Online media content and blogs
- XHTML/CSS web coding, Microsoft Office, Adobe Design Suite, multiple CMSs
- Graphic design for web and print
- Video editing

Experience

INNOVA Marketing *Senior Manager, Marketing Services*

November 2005 – Present

Led the development of marketing communications strategies for an experiential marketing agency serving Fortune 500 brands

- Wrote and designed sales proposals and agency marketing materials — from executive presentations and decks to press releases and awards submissions
- Developed campaign creative, including brand personality briefs and sampling interactions
- Managed total redesign of agency website — wrote and edited new site content, managed external vendor, gathered internal requirements and feedback
- Educated internal teams on company marketing and business communications policies
- Designed and managed production of program elements, including microsites, branded signage and tents and vehicle graphics
- Tracked analytics that measured the success of communications strategies, including email marketing, website traffic and PPC advertising

AOL — Urlesque.com *Contributor*

November 2009 – Present

Wrote posts covering online culture for a blog that serves over 500,000 monthly visitors

University of Minnesota — Office of International Programs *Intern*

October 2003 – September 2005

Maintained main department website and several associated sites; designed, coded and tested new site layouts

General Mills *Intern*

May 2003 – July 2003

Planned and created a proprietary graphic library for use in 3D business emulation

Education

University of Minnesota *B.S.—Graphic Design, Minor—Mass Communications: Advertising*

Graduated May 2005

Honors & Awards

University of Minnesota

Latin honors—Summa Cum Laude
May 2005

Boy Scouts of America

Eagle Scout
June 1999

References

Erin Schoenecker

Former INNOVA Marketing colleague
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Jill Bertram

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