



Sean Miller

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PROFESSIONAL SUMMARY

My dedication to creative storytelling led me to a career in instilling brand messages to people who can benefit from it. It has taken me across the country in the Oscar Mayer Wienermobile, speaking to hundreds of consumers from across the country every day. It has led me to quickly become a subject matter expert at Performance Health and the Inspire Leadership Network. I have written copy, scripts, social posts, articles, children's books, and comedy sketches to strategically relay brand voices to all walks of life.

SKILLS

- Creative Story Telling
- Public Speaking
- Video and Audio Editing
- Project Management
- Brand Standards
- Multimedia Production

WORK HISTORY

CONTENT & COMMUNICATIONS PRODUCER 01/2022 to CURRENT

Inspire Leadership Network

- Established standards and rules of engagement for run of show scripts for 15 types of events (e.g. Awards shows, exclusive insider tours) for tech executives across 30 cities
- Managed video production teams and developed the schedule and creative content
- Produced a season of podcast episodes on topics surrounding leadership and career development resulting in an increase of listeners from 6% to 20% of Inspire members

COMMUNICATIONS SPECIALIST 12/2020 to 01/2022

Performance Health

- Launched a new intranet site and led the creative for the introductory campaign for the site, including strategy, creating a mascot, and producing animated promotional videos
- Created video, audio, and written content for the intranet site, maintaining consistent page views (visited by 65% of employees) every month after the initial launch
- Trained the Communications Committee made up of cross-functional employees
- Wrote, directed, and emceed live and pre-filmed events internally and for external suppliers

DIGITAL CONTENT PRODUCER 03/2019 to 12/2020

Performance Health

- Developed medical equipment product descriptions, UX design, social media content, and blog articles for Performance Health's eCommerce website
- Created copy for global email campaigns that resulted in 87k+ more total clicks
- Led initiative to use and manage data for A/B email subject testing, resulting in 582k+ more total opens
- Headed B2C email strategy and creation, leading to a 285+% increase of open rates

BRAND SPECIALIST AND SPOKESPERSON 06/2017 to 06/2018

The Kraft Heinz Company

- Piloted the Wienermobile and connected the multi-billion dollar brand to consumers
- Managed the social media content on Twitter (@Wienermobile - 12% follower growth) & Instagram (@oscarmayer - 14% follower growth)
- Increased earned media appearances by 17%
- Conceptualized and executed creative pitches across various social platforms

EDUCATION

Bachelor of Journalism | Strategic Communication: Copywriting 05/2017
University of Missouri