

Heath G. Miller

I am a marketing professional with over 15 years of experience developing and executing multi-media campaigns for a variety of clients, including iconic brands like Honda, IHOP, Cadillac and Nestlé.

(323) 336-5768
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hgmiller.com/about

EXPERIENCE

SoCalGas, Los Angeles — Strategist, Digital Engagement Team

2016 - PRESENT

Provide strategic and tactical guidance for one of the largest utilities in the country, servicing over 21 million customers

Oversee creation and maintenance of content on the brand website and related microsites for marketing efforts across company

Guide development and emphasize testing on all email communications

Direct partner agencies and vendors to ensure creative is on strategy

Champion new processes and motivate internal development teams

Digital engagement lead on crisis communication task force

Dailey, West Hollywood — Vice President, Account Management

2008 - 2016

Managed all advertising and marketing activity for a diverse portfolio of motorcycles, scooters and ATVs, including online, broadcast, print and in-store materials

Oversaw strategic development and execution of all digital elements, including standard banners, rich media, microsites, mobile, social, ECRM and SEM

Lead account liaison for design, content and construction of a suite of Honda Powersports consumer websites, including development and launch of mobile site

Supervised account team and project management team, ensuring processes were followed and client expectations met

Challenged creative team to deliver innovative work

Guided strategic planning team to develop insights and approaches that lead to great creative

ASSETS

15+ years experience

Nine years in digital

Campaign development and execution

Digital, broadcast and print production

Project management

Media planning

Crisis communications

Client-side experience

BRANDS

SoCalGas

Honda Powersports

Cadillac

Goodwrench

Acura

Jiffy Lube

IHOP

Lowe's

Mexico Tourism

Cathay Pacific

Nestlé

Boeing

Corona

Saab

Motorola

Leo Burnett, Los Angeles — Account Supervisor

2004 - 2007

Supervised all advertising and marketing activity for GM Goodwrench in the Western Region

Worked closely with national team to develop new creative for Cadillac

Expanded online presence, integrating campaigns with vehicle divisions

Oversaw training and development of new employees

McCann-Erickson, Los Angeles — Account Executive

2000 - 2003

Moved from media planning to account management after working on successful new business pitches for IHOP and Mexico Tourism

Learned print and broadcast production working on national campaigns for IHOP, Mexico Tourism and Lowe's

Coordinated with foreign agency offices for global clients Mexico Tourism and Cathay Pacific Airways

Developed integrated media campaigns for Carnation Instant Breakfast and Coffee-Mate

Planned target-specific media for Boeing's Commercial, Military and Recruitment divisions

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EDUCATION

University of Kansas, Bachelor of Liberal Arts in English

AAAA Institute of Advanced Advertising Studies

McEd, McCann-Erickson internal training program

AUXILIARY

Advisor for the AAAA Institute of Advanced Advertising Studies

Lifetime .457 batting average in AMSLLA co-ed softball league*

*Note: Statistic may be slightly embellished