

SUMMARY

Accomplished Creative Director and Marketing Leader with over 20 years of experience in brand development, digital marketing and graphic design for high-profile clients and industries. Expert in Adobe Creative Suite, SEO optimization, social media content creation and project management, with a proven track record of driving brand awareness and business growth. Experienced in leading creative teams and managing large-scale marketing campaigns, consistently delivering high impact results across platforms. Recognized for designing branding and collateral for globally renowned events such as the Olympic Games, GRAMMYS and Super Bowl. Adept at building strong client relationships, optimizing digital strategies and leading successful fundraising and sponsorship initiatives.

SKILLS

- **Creative Direction:** Led creative direction to produce innovative designs and brand experiences from concept to execution.
- **Integrated AI Innovations into Creative Marketing Strategies:** Harnessed the power of AI to develop and execute cutting-edge marketing campaigns, driving personalization, enhancing creative content generation and improving audience targeting across digital platforms.
- **Pioneered SEO Strategies for AI-Driven Experiences:** Leveraged advanced SEO expertise to optimize Google's new AI Generative Experience, enhancing search visibility and user engagement by integrating AI-driven content generation with cutting-edge SEO practices.
- **Crafted Strategic Branding and Design:** Developed cohesive branding and design strategies to elevate brand identity.
- **Executed Data-Driven Digital Marketing Campaigns:** Implemented comprehensive digital marketing campaigns to drive engagement and conversions.
- **Optimized SEO Performance:** Enhanced online visibility through targeted SEO strategies that improved search rankings.
- **Crafted Social Media Strategy:** Designed and deployed effective social media campaigns to increase brand awareness and follower engagement.
- **Orchestrated High-Impact Event Planning:** Managed and executed successful events, from concept to completion, ensuring memorable experiences.
- **Mastered Adobe Creative Suite:** Delivered top-tier designs utilizing the full range of Adobe Creative Suite tools.
- **Directed Project Management:** Managed cross-functional teams to ensure timely delivery of projects within scope.
- **Authored Compelling Copywriting:** Developed compelling content that resonates with target audiences across platforms.
- **Engineered Web Design Solutions:** Designed and maintained visually appealing and user-friendly websites that enhance user experience.
- **Guided High-Performance Team Leadership:** Led and inspired teams to consistently deliver high-quality creative work.

EDUCATION

Bachelor of Fine Arts from the University of Georgia | August 1988 – August 1992
Major - Graphic Design | Minor - Photography

PROFESSIONAL EXPERIENCE

Ashley P. Miller Design

Owner and Creative Director | 2019 to Current

Content Creator | Graphic Designer | Artist | Digital Marketing | Writer

RPM Home Advisors | Keller Williams Atlanta Midtown

Marketing Director and Creative Director | March 2023 to October 2024

- **Marketing Director:** Led comprehensive marketing strategies for the overall team and individual agents. Focused on lead generation, agent recruitment and delivering measurable ROI and performance results from all marketing initiatives.
- **Creative Director:** Ensured design consistency and brand integrity across all digital and print platforms, including Social Media, Websites, Printed Materials, Events, Eblasts, Team Collateral and Marketing Pieces. Directed and managed a creative team.
- **Digital Marketing:** Developed and executed data-driven marketing campaigns to boost engagement and conversions.
- **Project Management:** Oversaw project timelines, ensuring on-time and within-budget delivery of marketing and creative projects.
- **Marketing Plans and Social Media Calendars:** Developed strategic marketing plans and social media calendars to drive growth and achieve business objectives.
- **Social Media Content Creation and Management:** Developed and managed social media content strategies to increase brand awareness.

PROFESSIONAL EXPERIENCE *(continued)*

Southern Three Photography

Content Creator, Marketing Director and Graphic Designer | 2021 to March 2023

- **Creative Asset Design and Management:** Developed and managed a wide range of creative assets for digital and print media, ensuring brand consistency and visual appeal.
- **Social Media Management:** Managed, developed, and grew social media platforms, increasing audience engagement and brand awareness through targeted strategies. Created and promoted high-quality, engaging content tailored to target audiences across various digital channels.
- **Online Business Profiles and PPC Advertising:** Oversaw Google My Business and other online profiles, managed PPC advertising campaigns, and executed digital marketing strategies to maximize ROI.
- **Influencer Outreach and Public Relations:** Managed influencer partnerships and PR efforts to expand brand reach and credibility across multiple platforms.

Lifecycle Building Center

Graphic Designer and Marketing/Events Coordinator | July 2015 to February 2019

- **Branding and Messaging Development:** Led the creation and execution of all branding and messaging strategies to enhance brand identity and engagement.
- **Program and Marketing Materials Design:** Designed comprehensive program and marketing materials including the Marketing Plan, ensuring consistency and high-impact visuals across all platforms.
- **Event Planning and Management:** Named, branded, planned, and executed events, including LBC's Annual Dinner and Revel in Reuse Fundraiser. Responsibilities included event design, budget management, event promotion, volunteer coordination, sponsorship acquisition, ticket sales, auction item solicitation, facility management and entertainment coordination.
- **Social Media Branding:** Managed and maintained brand presence across all social media platforms to grow audience engagement.
- **Website Design and Content Management:** Designed and maintained a user-friendly website, regularly updating content to ensure relevance and SEO optimization.
- **Email Marketing and Copywriting:** Developed and wrote engaging content for the weekly e-blast newsletter, increasing communication with stakeholders and driving action.

After Midnight Design

Owner and Creative Director | January 1997 to July 2015

- **Full-Service Graphic Design and Marketing Support:** Delivered comprehensive graphic design, event planning and marketing services for clients across diverse industries. Specialized in creating iconic logos and marketing materials for high-profile music events and bands.
- **Branding and Social Media Management:** Managed all aspects of branding, social media content creation, print collateral and web design for clients, ensuring consistent and impactful brand messaging across platforms.
- **Event Planning and Marketing Campaign Coordination:** Designed and managed branding and marketing materials for events and fundraising initiatives. Coordinated marketing campaigns, event logistics, volunteer coordination, sponsorship acquisition and auction management.
- **Graphic Design Chair and Board Member of the Atlanta Chapter of the Recording Academy (GRAMMYS):** Designed and managed print and digital collateral for key events and fundraisers, including the Atlanta Heroes Awards. Contributed as a member of the GRAMMYS Selection Committee for Best Album Package Design.

Previous Professional Experience

- **Atlanta Committee for the Olympics Games (ACOG):** Graphic Designer
- **The Atlanta Journal-Constitution:** Graphic Designer
- **indelible inc.:** Graphic Designer