

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

Dailey, West Hollywood — *Account Director*

2018 - PRESENT

Oversee all agency activity for William Lyon Homes, a major homebuilder expanding their footprint in multiple, diverse markets across the country

Develop subject matter expertise and provide clear direction and feedback to all departments, including creative, media, social and strategic planning

Responsible for production of all traditional and digital creative, ensuring deliverables support the client's strategic goals, meet legal requirements, and finish on time and on budget

Guide development of brand website redesign, including new backend infrastructure

Elevate email capabilities, implement prospect nurturing campaign, administer creative guidelines and protocols

Manage account team, set goals and deliver performance reviews

SoCalGas, Los Angeles — *Strategist, Digital Engagement Team*

2016 - 2018

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

Oversaw creation and maintenance of content on the brand website and related microsites to support marketing efforts across company

Guided development and implemented testing on all email communications

Directed partner agencies and provided feedback to ensure requirements were met and creative was on strategy

Collaborated with internal communication teams to promote new website initiatives to employees

Championed new processes and motivated internal development teams

Named digital engagement lead for crisis communication task force

ASSETS

15+ years experience

10+ years in digital

Campaign development and execution

Digital, broadcast and print production

Project management

Media planning

Crisis communications

Client-side experience

BRANDS

William Lyon Homes

Honda Powersports

SoCalGas

Cadillac

Goodwrench

Jiffy Lube

IHOP

Lowe's

Mexico Tourism

Cathay Pacific

Nestlé

Boeing

Corona

Saab

Motorola

Dailey, West Hollywood — VP, Account Supervisor

2008 - 2016

Managed all advertising and marketing activity for Honda's 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 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

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