

Heath G. Miller

I am a marketing professional with over 20 years of experience developing and executing multi-media campaigns for a variety of brands, including icons like Honda, IHOP, Cadillac, Boeing and Nestlé.

(323) 336-5768
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EXPERIENCE

Dailey | 9thWonder, West Hollywood — Group Account Director

2019 - PRESENT

Lead a talented and diverse team, developing great work and providing strategic partnership to a range of clients; from creators like Honda and William Lyon Homes, to accelerators like ClosingMark Financial Group, to players like LAFC and Arizona Coyotes

Dailey, West Hollywood — Account Director

2018 - 2019

Oversaw all activities for Honda Powersports and William Lyon Homes

Developed subject matter expertise to 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

Guided design and development of brand website redesign, including new backend infrastructure

Elevated email capabilities, implemented prospect nurturing campaign, administered creative guidelines and protocols

Managed account team, set goals and delivered 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, including creation and maintenance of content on brand website

Guided development and implemented testing on all email communications

Directed agency vendors and provided feedback to ensure creative was on strategy and supported marketing efforts across company

Named digital engagement lead for crisis communication task force

SKILLS

Multi-disciplinary leadership

Campaign development and execution

Digital, broadcast and print production

Email marketing

Media planning

Crisis communications

Client-side experience

BRANDS

Honda Powersports

William Lyon Homes

ClosingMark Financial

Arizona Coyotes

LAFC

SoCalGas

Cadillac

Goodwrench

Acura

Jiffy Lube

IHOP

Lowe's

Mexico Tourism

Cathay Pacific Airways

Carnation Instant Breakfast

Coffee-Mate

Nestlé

Boeing

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 and print

Oversaw strategic development and execution of all digital elements, including 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

Guided strategic planning team to develop insights and challenged creative team to deliver innovative work

Leo Burnett, Los Angeles — Account Supervisor

2004 - 2007

Supervised advertising and marketing activity for Cadillac and Goodwrench in the Western Region

Worked closely with national team to develop new creative for Cadillac

Expanded online presence, integrating campaigns with vehicle divisions

Rubin, Postaer & Associates, Santa Monica — Account Executive

2004

Incorporated new creative into brand website and completed new model year advertising launch kits for Acura

Kovel/Fuller, Culver City — Account Executive

2003 - 2004

Managed production of TV, radio, outdoor and in-store POP for Jiffy Lube

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 media campaigns for Carnation Instant Breakfast, Coffee-Mate, and 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

Certified by FEMA
Emergency Management
Institute for Incident
Command System

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

*Note: Statistic may be slightly embellished