



# Sean Miller

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## PROFESSIONAL SUMMARY

I am a captivator. I tell stories that entertain, move and embolden. My dedication to stories inspired a drive to find a way to communicate with an audience that would benefit from a message. This 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 podcast 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 & 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**