

Sean Miller

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Summary

I tell stories that entertain, move and embolden. I am a captivator. 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 America in the Oscar Mayer Wienermobile, speaking to hundreds of consumers from all over 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. I am looking for a career where I can use my skills as a team leader and experience in marketing strategy to drive brand awareness and loyalty.

Experience

MEDIA ASSET SPECIALIST | 01/2025 – Current

Inspire Leadership Network – Houston, Texas

- Researched and selected a new digital asset management (DAM) system for increased efficiency
- Led integration of 50,000 assets from Dropbox into DAM
- Developed training program and conducted sessions for over 100 internal team members
- Managed organization and usage of DAM, streamlining workflow

CONTENT & COMMUNICATIONS PRODUCER | 01/2022 – 01/2025

Inspire Leadership Network – Chicago, Illinois

- Established standards and rules of engagement for run of show scripts for 15 types of events (e.g. Awards shows, exclusive insider tours) for C-Suite Executives across 30 cities
- Managed video production teams and developed the schedule and creative content
- Produced a leadership & career development podcast, increasing listeners from 6% to 20% of Inspire members

COMMUNICATIONS SPECIALIST & DIGITAL CONTENT PRODUCER | 2/2019 – 01/2022

Performance Health – Chicago, Illinois

- Launched an intranet site and directed creative strategy for the introductory campaign
- Produced video, audio, and written content for the site, achieving consistent page views from 65% of employees
- Trained a cross-functional Communications Committee to enhance internal communication initiatives
- Developed medical equipment product descriptions, UX design, social media content, and blog articles
- Headed B2C & global email strategy, resulted in 87k+ more total clicks and a 200% increase of open rates

BRAND SPECIALIST & SPOKESPERSON | 06/2017 – 06/2018

The Kraft Heinz Company – Chicago, Illinois

- Piloted the Wienermobile and connected the multi-billion dollar brand to consumers
- Managed the content on X (@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

University of Missouri - Columbia, Missouri, MO | Bachelor of Journalism

Strategic Communication, 05/2017

Skills

- Creative Story Telling
- Public Speaking
- Video and Audio Editing
- Project Management
- Brand Standards
- Multimedia Production