

saramiller

concept & campaign development
brand development & management

214-403-8863 smy2k@sbcglobal.net
smy2k.com

SUMMARY

Marketing & Communications Professional with extensive experience in directing marketing and advertising functions including print, broadcast and online communications with emphasis in journalism. Expertise in brand development, brand management, multi-media campaign development, graphic design, script and story board development, and photography retouching. Detail oriented with excellent interpersonal communication skills and proven ability to manage all facets of marketing according to organizational objectives.

Art Director

2006 – Present

DALLAS MORNING NEWS

Dallas, Texas

- Direct concept, strategy and campaign development for Consumer and Business-to-Business products including *The Dallas Morning News*, *Briefing*, *FD Luxe*, *Quick*, *Al Dia*, dallasnews.com, SportsDayDFW.com, neighborsgo.com, [HSGametime](http://HSGametime.com) and [DMNmedia](http://DMNmedia.com).
- Design and produce marketing materials including logos, print, online, POS, direct mail, presentations, and photo editing.
- Develop and manage product brand style guides for 15 different products.
- Provide concept development and art direction for broadcast spots.
- Launched several publications and digital products including *Briefing*, SportsDayDFW.com, Subscriber Content Initiative for dallasnews.com, digital apps for *The Dallas Morning News*, [DMNmedia](http://DMNmedia.com), the umbrella company over all products, *The Dallas Morning News* eEdition for iPad, and the yearly event Top 100 Places to Work.
- Developed a marketing campaign that contributed in raising over \$1 million for *The Dallas Morning News* Charities Campaign for 4 consecutive years.
- Received five Telly awards for *The Dallas Morning News* TV spots in 2007 and 2008.
- Featured in UNTold+new: Communication Design Alumni Retrospective Exhibition at The University of North Texas in 2011.

Freelance Design

1997 – Present

Self Employed

Dallas, Texas

- Provided marketing materials and communications for clients including Proterra Advertising, *The Dallas Morning News*, Sally Beauty Supply, *Dallas Child Magazine*, *Home Living Magazine*, George Grube Advertising, *Shop Magazines/DIVA Media*, Solisystems, *The Met Magazine*, *Dallas Observer*, Holmes Millet Advertising and On-Line Strategies.
- Directed design and concepts for photo shoots for magazine covers and editorial sections.
- Developed marketing concept and assign illustrations accordingly.
- Performed all design functions including logo design, publication advertising, editorial design and execution of marketing materials.

Director of Creative Services

2002 – 2006

THE KING GROUP

Dallas, Texas

- Designed and produced print and collateral materials for clients including Kroger, Texas Lottery Commission, FedEx Kinko's, Blockbuster, Lone Star Park, Six Flags Over Texas, 7-Eleven, Pappadeaux Restaurants and DFW Airport.
- Developed creative advertising concepts for existing and new accounts.
- Established client relations and presented marketing concepts and designs.
- Wrote headlines, body copy and scripts for print and broadcast.
- Oversaw translation for Hispanic advertising.
- Managed timelines for magazine, newspaper and outdoor marketing materials.

saramiller

concept & campaign development
brand development & management

214-403-8863 smy2k@sbcglobal.net
smy2k.com

Page Two

THE KING GROUP, continued

- Provided camera-ready artwork, sourced bids, designed and produced signage for photo and broadcast shoots including props.
- Served as Agency Producer for photo and television shoots, involving casting, location scouting, and music composition.
- Launched several new games and products for the Texas Lottery.
- Position for the Texas Lottery was under very high-security at all times which required a background check and fingerprinting.
- Possessed a high-security key to every lottery scratch dispenser box in the state of Texas for use on set when shooting commercials.
- Received the Batchy Award for the Texas Lottery "The Cash Fives" given by the National Association of State Lotteries for Best Jingle.

Advertising Art Director

1993 – 1998

DALLAS OBSERVER / NEW TIMES

Dallas, Texas

- Developed creative advertising ideas for retail account executives and clients.
- Established client relationships and presented advertising concepts and marketing material.
- Trained and assisted sales account executives with advertising layout and photo preparation.
- Developed advertising guidelines and managed overall look of retail ads in the newspaper.
- Designed and produced promotional materials for special issues, projects, in-house advertising, forms and materials.
- Maintained brand integrity for all departments keeping with New Times design guidelines.
- Significantly increased advertising sales; newspaper page count grew from an average of 80 to over 164.
- Developed the Special Issues and Events which are currently in place.

Studio Assistant

1988 – 1993

MCCANN-ERICKSON

Dallas, Texas

- Provided print production, technical chart illustrations, budget estimating, typesetting, and art direction for clients including Texas Instruments, Six Flags Over Texas, Coca-Cola, AT&T, Exxon, Buick, Texas Department Of Public Safety
- Produced the world's first talking print ad in Business Week for Texas Instruments; ad was produced under high-level secrecy by selected artists under various code names and contained a talking microchip that activated when the page was turned to that ad.

EDUCATION

UNIVERSITY OF NORTH TEXAS, Denton, Texas
Bachelor of Fine Arts – Advertising Art, 1988
Minor: Advertising, Department of Journalism

TECHNICAL SKILLS

Adobe Photoshop / Adobe Illustrator / Adobe InDesign / Microsoft Office

CIVIC / COMMUNITY ACTIVITIES

The Dorie Miller Memorial VFW Post 1406:
Volunteer Designer and Producer for fundraising programs, 2006 – 2012
Second Chance SPCA, Designed and produced fundraising materials, 2011