



# CAUDILL MILLER

## DIGITAL CREATIVE DIRECTOR

DIGITAL STRATEGY & DESIGN

caudill@pronouncedlikecoddle.com  
+1 404 985 0245

caudillmiller.com   
linkedin.com/in/caudillmiller   
github.com/caudillmiller   
dribbble.com/caudill

### EDUCATION

2016  
**Master of Fine Arts, Advertising Design**  
Savannah College of Art and Design  
Atlanta, GA

2008  
**Bachelor of Arts, Communication Studies**  
Samford University  
Birmingham, AL

### CERTIFICATIONS

Google Search Partner  
Google Display Partner  
Bing Ad Partner

### MASTERED SOFTWARE

Sketch.app  
Adobe Creative Cloud - Photoshop CC, Illustrator CC,  
InDesign CC, Lightroom, Animate CC, After Effects CC,  
Premiere Pro CC  
Final Cut Pro, DVD Studio Pro, Aperture  
Microsoft Office - Excel, Word, PowerPoint, Outlook  
Apple Office Suite - Apple Pages, Numbers, & Keynote  
Google G Suite  
Google Analytics, Tag Manager, & Data Studio  
Google Ads | Facebook Business | Yahoo Gemini  
Mac & Windows compatible

### ADDITIONAL SKILLS & SOFTWARE

Linux	Trello	SketchUp
Bash	Email on Acid	Cinema4D
Git	Bugherd	Node.js
Grunt	Moz	HTML5 Canvas
Bower	Atlassian JIRA	Framer X Beta
SharpSpring	Slack	PHP
MailChimp	Windows IIS Manager	CSS
Invision	SquareSpace	JavaScript
CoSchedule	Drupal	UX Design
SproutSocial		UI Design

### EXPERIENCE

2015 - Present  
**Digital Creative Director**  
Frederick Swanston

Built digital team and developed an efficient workflow to deliver over four times the number of digital projects in years prior to leadership role.

Acquired, developed, and managed digital projects; working on tight timelines, ensuring projects were on budget and consistent with the clients expectations and set agreements.

Lead the creation of an updated New Business strategy to establish an automated system for capturing leads through agency website, automatically following up, and pitching to win clients like Verizon Wireless, Exide Batteries, and others.

Strategically transitioned agency SEO, SEM & social media efforts from external resources to be managed internally using agency resources.

Directed & trained up-and-coming Art Directors & Developers in modern user experience design trends and techniques to produce innovative website and web applications

Built digital marketing roadmaps, brand standards and communication plans for current and prospective clients

The primary contact for the creation and execution of strategic online efforts for all clients, including Social Media, Pay Per Click, Search Engine Optimization, Content Development, Website Maintenance & Management.

Lead experiments with new technologies to expand development capabilities to include HTML5 Canvas, SVG animations, large touchscreen applications, native application development, and more.

Developed & managed company Information Technology strategy for employee email hosting, local server environment, computer support, and network security.

Managed budgeting and billing for all digital agency and client expenses.

Designed brand identities and strategies to effectively meeting client goals.

Communicated directly with clients to manage project and client expectations, along with answering complex client questions based on long-term goals.

Primary resource for in-house video and motion graphics production.

2013 - 2015  
**Digital Art Director**  
Frederick Swanston

Design of assets for print and digital to create comprehensive brand messaging throughout client campaigns

Lead design and production for Fortune 500 company internal publication

Production of marketing and direct mail promotions, brand guidelines, tabloids, wraps, brochures, postcards, trade show collateral and retouching of digital photography

Email and website design and development

2008-2011  
**Advertising Manager**  
365 Incorporated

Brand management of over 40 online properties

Graphic design of traditional and digital advertisements

Creative direction of television commercials

Production of motion graphics for television ads