

KEVIN MILLER

Creative Director | Brand Identity | Integrated Campaigns | Team Leadership

Memphis, TN • 901.258.8517 • kmiller16@gmail.com • KevinMillerCreative.com

SUMMARY

Creative leader with an MBA and 25+ years of experience directing visual design, brand identity development, and integrated creative campaigns across digital, social, video, CTV, print, and broadcast. Built two in-house creative teams from the ground up, mentoring and developing designers, copywriters, and video professionals while enforcing brand guidelines and creative quality across every touchpoint. Led brand identity work from naming through logo design and brand guidelines for two new brand launches, and directed creative for major company-wide initiatives, including an Investor Day/IPO campaign and several national campaigns. Early adopter of AI-assisted design and video workflows, partnering closely with executives, project managers, and cross-functional specialists (UX/UI, digital, video, copywriting) to deliver unified multi-channel work on tight deadlines and budgets. Proficient in Adobe Creative Cloud and Figma. Winner of 75+ local, national, and international creative awards.

CORE COMPETENCIES

Advertising & Brand: Visual Design • Art Direction • Brand Identity Development • Brand Guidelines & Standards • Packaging Design • Retail Display • Experiential • Copywriting • Editing • Scriptwriting

Leadership: Team Mentoring & Development • Performance Management • Executive & Stakeholder Presentations • Cross-Functional Collaboration (UX/UI, Digital, Video, Copywriting) • Vendor Management

Software & Tools: Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects) • Figma • AI-Assisted Design Workflows

Strategy: Integrated Campaign Strategy • Multi-Channel Marketing • Event Identity • Brand Systems • Naming • Audience and Messaging Research

PROFESSIONAL EXPERIENCE

Creative Director

2022 – 2026

Career Certified (parent company of The CE Shop)

- Rebuilt and led the in-house creative team of designers, video professionals, and writers for an online, multi-vertical education provider, supporting nine distinct brands with B2C and B2B advertising, social, email, and national branding and promotional campaigns.
- Directed concept development and creative review for all advertising, enforcing brand guidelines and creative quality across every digital, print, and multimedia touchpoint.
- Mentored and developed designers and creative staff, providing hands-on guidance and skill development to raise craft and visual consistency across the team.
- Created and led the first national CTV campaign for The CE Shop — owning strategy, concept, and creative direction across CTV, digital, social, and email — resulting in a 56% lift in pre-licensing subscriptions and 4X ROI.
- Directed multiple brand refresh and relaunch campaigns across nine brands.
- Championed the adoption of AI-assisted design and video workflows, raising creative quality while increasing monthly production volume by 200%.

Creative Director / Brand Manager

2018 – 2022

Frontdoor, Inc. (parent company of American Home Shield) | Memphis, TN

- Founded and led the first in-house creative team for Frontdoor, responsible for all facets of the creative product, including digital, print, broadcast, video production, and photography.
- Supervised 10 designers, writers, and brand strategists. Mentored and developed team members. Directed and reviewed creative for all brands.
- Launched two new brands in two years, leading brand identity development from naming and logo design through comprehensive brand guidelines, and presented the naming and brand launches to senior leadership.
- Directed creative for the Frontdoor Investor Day and Nasdaq IPO campaign, including the investor presentation, signage and promotional materials, a Times Square digital OOH takeover, and Wall Street Journal advertising; also led the national American Home Shield brand campaign.
- Managed relationships with brand advertising agencies, enforcing brand consistency across all channels.
- Regularly presented creative strategy, brand launches, campaign rationale, and department performance to senior leaders, reporting KPIs including 92% internal client satisfaction, >75% billable time efficiency, and \$2.44 million in agency cost avoidance.

Copy Manager / Brand Manager

2016 – 2018

ServiceMaster | Memphis, TN

- Led the copywriting team for all ServiceMaster brands and the brand team for American Home Shield.
- Ran brand research and marketing messaging tests to validate creative direction, and managed agency partners on national advertising campaigns.
- Wrote copy across various media. Mentored and edited the copywriting team.

Creative Director, Partner

2003 – 2016

Signature Advertising | Memphis, TN

- Led a team of 10+ creatives and helped run the agency as one of four owner/partners.
- Developed brand identity and integrated campaigns for local and international brands including FedEx, International Paper, Hilton, Thomas & Betts, TruckPro, Landau Uniforms, Homewood Suites, Page Robbins Adult Day Center, The Children's Museum of Memphis, and St. Jude Children's Research Hospital.

EARLIER EXPERIENCE

- Senior Copywriter, The Bombay Company, Fort Worth (2002–2003): copy for retail and wholesale divisions; executive speechwriting; managed freelance writers and art directors.
- Adjunct Advertising Professor, Texas Christian University (2001–2002): taught Media Planning and Analysis in the School of Journalism.
- Senior Copywriter, Witherspoon, Fort Worth (1999–2002): campaigns for Fort Worth Star-Telegram, Pier 1 Imports, Lockheed Martin, RadioShack, and TCU.
- Senior Copy Manager, RadioShack, Fort Worth (1996–1999): national campaign concepts and copy for the largest in-house advertising department in the U.S.; hired and mentored six copywriters.

EDUCATION

- Master of Business Administration (MBA), Texas Christian University, Fort Worth, TX — Dean's List
- Bachelor's Degree, Journalism (Advertising Emphasis), English Minor, Iowa State University, Ames, IA