

Michelle B. Miller

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SUMMARY

Wordsmithing, editing, deadline-loving Bulldawg ready to create some copy magic. Interested in sneaking a peek of my work? Check out mmillercopywriting.com and enjoy! I'm seeking a mid-level Copywriter, Digital/Social Content Writer or Brand Writer/Strategist position to allow me to spread my wings.

HIGHLIGHTS

AWARDS

2018 Graphic Design USA In-House Awards | Advertising | Client: Manheim
2018 Graphic Design USA In-House Awards | Editorial Design | Client: Cox Automotive
2018 Graphic Design USA In-House Awards | Posters | Client: Manheim
2017 Graphic Design USA In-House Awards | Brochures & Collateral | Client: Autotrader
2017 Graphic Design USA In-House Awards | Direct Response | Client: Autotrader
2017 Graphic Design USA In-House Awards | Posters | Client: Manheim
2015 Atlanta ADDY Awards | Silver – Student Category | Client: Humane Society
2014 Radio Mercury Awards | Winner – Student Category | Client: Humane Society

EXPERTISE

Microsoft Office Suite
Adobe InDesign
Strategic Thinking
Time Management
Public Speaking
Project Management
Collaboration
Problem Solving

EXPERIENCE

Cox Enterprises, Atlanta, GA | September 2019-Present
Copywriter

Clients: Cox Enterprises, CEI Employment Brand, the Brand, Marketing and Creative team, Autotrader and Kelley Blue Book

Strategize, concept and create content for print ads, posters, flyers, emails, landing pages, digital ads, video scripts and social media posts for Cox Enterprises, its Employment Brand and recruitment marketing efforts.

- » Developed a brand strategy and new brand campaign for the CEI Employment Brand, focused on recruitment efforts throughout the city of Atlanta
- » Showcased the Atlanta Journal-Constitution and the hardworking team members who are keeping the Atlanta community informed during the COVID-19 pandemic – Interview team members and turn their stories into social media posts, internal digital ads and long-form articles
- » Introduced Larry the Early Bird to the Brand, Marketing and Creative team as the star of our Make A Little Music Mondays rebrand

BUT WAIT! THERE'S MORE.

Cox Automotive, Atlanta, GA | March 2015-September 2019

Associate Copywriter

Clients: Cox Automotive, Autotrader, Dealer.com, Dealertrack, Kelley Blue Book, Manheim, NextGearCapital, RMS Automotive and VinSolutions

Created killer content for print ads, posters, flyers, emails, landing pages, direct mail collateral, digital ads, video scripts and social media posts for the Cox Automotive family of brands.

- » Headed up NextGear Capital's brand campaign – Interview dealers, turn their stories into print ads, digital ads and videos and contribute to the overall video shoots
- » Brought a millennial tone and voice to the Cox Automotive brand book
- » Turned Manheim event sale communications into award-winning works of art
- » Concepted social content that collects 1,000+ likes and shares

SapientNitro, Atlanta, GA | June 2014-January 2015

Copywriter

Clients: Sauza Tequila, Logan's Roadhouse and Regions Bank

Honed my content creation skills to bring our clients' words to digital platforms everywhere.

- » Grilled up social posts for Logan's Roadhouse that racked up 5.5K likes in total
- » Celebrated Columbus Day with Justin Timberlake

J. Walter Thompson, Atlanta, GA | November 2014-December 2014

Freelance Copywriter

Client: United States Marine Corps

Supported the Marine Corps creative team in reaching their end-of-the-year marketing goals.

- » Brainstormed extensions for two campaigns celebrating the Marines' 240th birthday and presented ideas to the account team
- » Wrote and collected video content for Facebook, Twitter and Instagram, as well as for TV spots and other promotions

HWN Bressler Brand Marketing, Atlanta, GA | February 2013-May 2014

Copywriter

Clients: Hospitals across the Southeast United States, The Weinstein Hospice and TAPS Craft Beer Assisted hospitals in Georgia, Alabama and Florida with all of their marketing and communications needs.

- » Wrote print ads, radio scripts and TV spots for specific hospitals and events
- » Created and proofread annual reports, employee newsletters and brochures that were distributed to patients and hospital team members throughout the region
- » Developed messaging for growlers, T-shirts and bottle openers for TAPS Craft Beer

EDUCATION

Portfolio Center, Atlanta, GA | 2012 – 2014 Graduate Certificate, Copywriting

University of Georgia, Athens, GA | 2008 – 2012 B.A., Advertising | Minor, Speech Communications

REFERENCES

- » Colleen Daher | 678.591.4613
- » Richard Bressler | 678.427.5588
- » Judy Marx | 678.575.2309
- » Darrell Noe | 404.543.6832
- » Adam Bellinger | 706.664.5761