

## Michael Miller

503 Ivy Chase Ln. Peachtree Corners, GA 30092

(404) 858-3105 | [mmiller@mindwhirl.com](mailto:mmiller@mindwhirl.com)

<https://www.linkedin.com/in/michaelmillermarkt/>

Portfolio: michaelzmiller.com

---

Digital Project Manager | Digital Marketing Director | Front-End Web Developer

Accomplished project manager with over 20 years' hands-on experience over the entire digital project management lifecycle. Well-versed in project management methodologies: Agile, Scrum, Lean, Kanban, Waterfall, etc. Proven success delivering a variety of solutions to a wide range of businesses, including Fortune 500's such as Coca-Cola, Home Depot, Intercontinental Hotels Group, Heineken, Southern Company and more.

Highly-motivated, proactive, multi-talented, detail oriented, creative thinker with ability to prioritize project tasks and coordinate resources to achieve a successful outcome. Ability to motivate team members and build, foster, and maintain positive professional relationships.

Vast experience designing and developing digital creative communications. Up-to-date with the latest marketing, front-end development and UI trends, techniques, and technologies. Well versed in responsive and mobile web design, layout grids, graphic design fundamentals, and typography. Skilled marketer who can strategize, develop and implement campaigns across all media and channels.

## KEY SKILLS

**Project Management:** Agile, Scrum, Kanban, Lean, Waterfall, Six-Sigma | Excellent Communication Skills | Account Management | Business Process Implementation | Strategic Planning and Organizing | Scheduling | Time Management | Forecasting

**Digital Marketing:** Email Marketing | Social Media | Marketing Automation | Pay Per Click (PPC) | Search Engine Optimization (SEO)

**Web Development:** HTML | HTML5 | CSS | CSS3 (SASS/SCSS/LESS) | Bootstrap | JavaScript | Flash | SQL | PHP | ASP

**Graphic Design:** Adobe Creative Cloud | Photoshop | Illustrator | InDesign | Dreamweaver | Premiere | Illustrations and line drawings | Web Design | Print Design | Presentations Design | Product and Packaging design

## PROFESSIONAL EXPERIENCE

**Mindwhirl**, Atlanta, Georgia

*Digital Project Manager | Digital Marketing Director | Front-End Web Developer - 04/1999 - Present*

In leadership role developing and executing marketing strategies for clients to increase brand awareness and provide excellent return on investment. Work directly with client to create, implement and manage complex projects from start to finish. Responsible for creating and implementing all aspects of the project throughout the entire project management life-cycle including ideation, strategic planning, initiation, execution, monitoring, closure and maintenance.

Partner with project stakeholders and serve as primary communicator to ensure all needs are met as the project is moved through the timeline with ease, on budget and within deadline.

Constantly focused on exceeding client expectations and project goals; have partnered with a diverse range of industries including Fortune 500, government, education, healthcare, and service companies on complex, multi-faceted projects.

*Select Projects Include:*

#### **Coca-Cola North America**

Reported directly to the Vice-President of Marketing for Coca-Cola North America to originate, coordinate, and evolve the Coca-Cola corporate Intranet. Responsible for project management, web design and development, copywriting and story ideation from stakeholders across the company over a three-year period with an annual budget of \$160,000.

The Intranet united the company with one source for internal employee communication, and according to a poll taken after 6-months, solidified corporate culture, improved morale, and gave employees a place to share their voice - which improved overall job satisfaction and sense of belonging.

#### **Coca-Cola Bottling Company**

Reported directly to the Vice-President of Marketing for Coca-Cola Bottling Company to develop and manage an employee contact database. Project responsibilities included project management and coordination of web database and development in addition to conversion of printed information into digital data that could be queried by searches against the database. Achieved project completion within the short three-month deadline and within the estimated \$50,000 budget.

#### **Seagull Software**

Reported to Vice-President of Marketing and other marketing stakeholders; maintained website and successfully managed implementation of email, advertising and web marketing efforts for Seagull Software for four years with an annual marketing budget of \$250k.

#### **Lowe's**

Planned and developed an HR compliant web solution for employees utilizing a fun, interactive, game-styled interface to effectively communicate the Lowe's workplace dress code. Achieved project completion within the short one-month project deadline and within the estimated \$10k budget.

#### **Atlanta Technical College**

Created and developed technical college website with a new look and feel to increase traffic and student enrollment. Responsibilities included project management working directly with Communications Director, liaison to departmental stakeholders throughout the college; planning, UI / UX design front end web development and initial marketing and maintenance after launch, which increased website traffic by 32% in first 3 months of website launch. Site was developed in WordPress using a custom theme with custom HTML and CSS utilizing Bootstrap 4, JavaScript and PHP.

#### **Southern Company**

Worked directly with an agency partner and Southern Company to manage, organize, coordinate and implement a Diversity and Inclusion microsite, which served as an internal company portal for employees to find information and education on best practices to be used in the workplace when working with others. Developed wireframes and storyboards to inform and direct customer/employee journeys through the site and led team through the design, creation, development and implementation phases. Achieved project completion and complete customer satisfaction within the three-month project deadline and within the estimated \$25k budget.

#### **Amerisave**

Designed email template and developed process for Amerisave to deliver daily rate sheet emails using Silverpop (now part of IBM Marketing Cloud). Ensured emails passed regulatory restrictions; saw an increase in broker engagement and loan submittals by 22% within the first 5 email sends.

#### **Computer Associates**

Tasked with creating an internal micro-site for Computer Associates to educate employees on the benefits available to them and the enrollment deadlines, as well as provide the contact information of the benefits team. Delivered final project early and within allocated budget of \$25k.

## **Intercontinental Hotels**

Tasked with developing a portal for internal employees to track and use reward points to purchase branded work and recreational items. With a budget of \$25k, managed, designed, and implemented entire portal; guided internal implementation through IT and stakeholders.

## **Kaplan Communications** - Atlanta, GA

Project Manager / Web Team Leader - 06/1997 - 04/1999

In addition to developing web strategies and statements of work, responsible for web development while managing, coaching and motivating a team of ten web developers to design and develop exceptional websites while meeting the unique needs of Fortune 500 companies.

In leadership position gained deep experience of Web Technologies, coding, troubleshooting, and digital design as well as delivering creative design for front-end web design and development.

- Developed a strategic, long-term plan, including milestones, to fulfill contractual requirement
- Organized and implemented stages of production: identified objective, assign, design, develop, perform quality assurance, and delivered final project
- Improved product design and employee motivation and skill set through training, incentives, and competitions for team members
- Provided weekly project status reports by collecting and analyzing data using multiple tools to review trends
- Presented ideas and solutions in weekly meetings with Fortune 500 companies to guarantee deliverability and performance of end-product, resulting in an extended contract with several Fortune 500 companies
- Earned performance-based awards for delivering the most creative solutions for Fortune 500 Telecommunications Company

## **ADDITIONAL TECHNICAL SKILLS**

**Microsoft:** Microsoft Office Suite - Access, Excel, PowerPoint, Word, Project, SharePoint, Windows

**Adobe Creative Suite:** Acrobat, Dreamweaver, Illustrator, InDesign, Photoshop

**CRM:** Salesforce, Sugar, Insightly, Pipedrive, Base

**Google:** G-Suite, Google Analytics

**Project Management:** Smartsheet, Wrike, Mavenlink, MS Project, MS Planner, many others

## **PROFESSIONAL DEVELOPMENT AND ACHIEVEMENTS**

CRM Trainer (Insightly/Salesforce/Sugar/HubSpot)  
Guerrilla Marketing – Jay Conrad Levinson  
NLP Practitioner – Richard Bandler  
NLP Master Practitioner – Richard Bandler

Adobe Creative Suite Trainer - Kaplan  
Sandler Sales System President's Club Member  
Customer Service Excellence Award  
Persuasion Engineering – Richard Bandler

## **EDUCATION**

Advertising and Graphic Design, 1988, Columbus College of Art and Design, Columbus, Ohio  
Business Administration, 1991, Montreat College, Montreat, North Carolina  
Social Psychology, 2012, University of Phoenix, Phoenix, Arizona