

JOSEPH "JD" MILLER

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Executive Marketing Director & Creative Director

With more than a decade of leadership in digital marketing, production, and executive marketing strategy, I've guided teams, brands, and organizations through expansive growth and market share, driving hundreds of millions in revenue, building engagement across national and international markets, and expanding brand recognition through innovation, insight, and purposeful storytelling. I am a national-award-winning advertiser, with expertise in aligning marketing operations to corporate strategy while maintaining stakeholder priorities.

PROFESSIONAL EXPERIENCE

EXECUTIVE LEADERSHIP

- Data-Driven Marketing
- Revenue Growth
- C-Suite Collaboration
- Creative Direction
- Team Leadership
- Multi-Department Management
- ROI & KPI Planning & Reporting
- Vendor & Partner Relationship Management
- Budget Optimization

TECHNICAL EXPERTISE

- Marketing Automation
- SEO Measurement
- Technology Integration
- Brand Development
- Global & Multi-Market Strategy
- Adobe Creative Suite
- AI Marketing Automation
- Analytics & Reporting: GA4, Power BI
- CRM Systems: Salesforce, HubSpot, GoHighLevel
- Digital Marketing Transformation

C-SUITE COLLABORATION & BOARD COMMUNICATION

- Partner with leadership to translate objectives into actionable strategy, providing recommendations that shape enterprise planning and long-term growth priorities.
- Deliver insight-driven presentations to board members and stakeholders, using market data as strategic guidance for investment, and organization decision-making.

MARKETING & CREATIVE DIRECTION

- Lead the development of brand standards and creative concepts that elevate market positioning and deliver consistent cross-channel experiences within brand standards.
- Direct creative teams to produce high-impact digital, visual, and content assets, ensuring all campaigns maintain brand integrity while driving measurable engagement

DEPARTMENT LEADERSHIP & DIRECTION

- Build and lead high-performing marketing teams by establishing clear departmental vision, operational structure, and performance expectations that support growth.
- Guide collaboration and resource planning to ensure teams are aligned, empowered, and equipped to execute strategic initiatives with efficiency and accountability.

BOARD POSITIONS

Search to Sale | Advisory Board, 2024 - Present
Marketing & Organization Review, Internal Marketing, Brand Guidelines, & Go-To-Market strategy.

Rolling Stone Trucking | Advisory Board, 2020 - 2025
Logistics Systems Oversight & Review, Internal Marketing, Brand Guidelines, & Fleet Design Oversight.

EMPLOYMENT HISTORY

Jeff Martin Auctioneers, Inc. | Exec. Marketing Director
Pelzer, SC | August 2021 - Present

AT&T | Business Sales Liaison
Greenville, SC | October 2018 - August 2021

Radio Training Network | Production & Marketing Director
Greenville, SC | November 2013 - November 2018

PROFESSIONAL ASSOCIATIONS

National Auctioneers Association - Active
American Marketing Association - Active
Association of Network Marketing Professionals - Active

EDUCATION

North Greenville University - 2009-2013
Oida Sophia Academy - 2005-2009

EMPLOYMENT HISTORY CONTINUED

Jeff Martin Auctioneers, Inc. | Exec. Marketing Director

Pelzer, SC | August 2021 - Present

- Partner with C-suite executives to develop and execute enterprise marketing strategy driving 100%+ year-over-year growth: from \$107M to \$306M in three years, and contributing to 85% of total company revenue.
- Lead marketing transformation that increased website engagement from 296K to 2.4M users (20,000%+ cumulative growth) through data-driven digital initiatives.
- Oversee \$2M+ annual marketing budget and ensure ROI accountability across 600+ integrated campaigns spanning digital, TV, radio, print, and event marketing.
- Direct a core team of 8 marketing professionals, 4 external agencies, 30+ vendor relationships, and cross-departmental teams totaling 20+ stakeholders.
- Developed international marketing to 100+ countries, establishing a global footprint and generating sustained multi-market engagement.
- Launched two new business locations with full go-to-market strategies achieving 130% ROI in Q1 post-launch.
- Reduced customer acquisition cost (CAC) by over 30% through advanced customer segmentation, funnel optimization, and AI-driven targeting.
- Lead quarterly marketing performance reviews with executive leadership and board of directors, translating complex analytics into strategic and actionable insights.
- Directed brand modernization and creative strategy ensuring cohesive identity and premium market positioning.

AT&T | Business Sales Liaison

Greenville, SC | October 2018 - August 2021

- Managed corporate client accounts, leading enterprise mobility and connectivity solutions to support revenue growth.
- Partnered with national teams to secure high-value contracts, increasing client base and retention rates amid competitive market conditions.
- Mentored a sales team of four, implementing performance analytics that consistently surpassed quota targets.
- Served as strategic liaison between clients and technical departments, ensuring satisfaction and relationship longevity.

Radio Training Network | Live Production Director & Digital Marketing Manager

Greenville, SC | November 2013 - November 2018

- Designed and implemented comprehensive digital marketing strategies that fueled audience growth and online engagement.
- Directed video production and creative development for broadcast, digital, and live media initiatives.
- Executed SEO and content strategies that increased organic traffic and strengthened brand visibility.
- Led social media and digital content operations, establishing consistent brand voice and measurable growth in community engagement.