

Joseph "JD" Miller

Executive Marketing Director

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Professional Summary

Strategic marketing executive with 10+ years of experience driving substantial business growth through innovative multi-channel campaigns. Demonstrated C-suite collaboration in current role to align marketing strategy with organizational objectives, resulting in 100% year-over-year revenue growth. Proven track record of leadership, managing teams of 8+ professionals while overseeing \$900+ million in sales-generating campaigns. Expert in digital transformation (20,000% website engagement growth), brand development, and creating cohesive marketing experiences across all touchpoints. Adept at translating complex business requirements into high-impact marketing initiatives with exceptional ROI.

The Core Competencies

- **Strategic Leadership & Executive Vision:** Develop and execute comprehensive marketing strategies aligned with business objectives.
 - **Revenue Generation & Growth Marketing:** Drive measurable business results through innovative campaign development and market penetration.
 - **C-Level Communication & Stakeholder Management:** Effectively collaborate with executive leadership to ensure marketing initiatives support organizational goals.
 - **Marketing Operations & Budget Optimization:** Oversee multi-million dollar marketing investments with demonstrated ROI accountability.
 - **Digital Transformation & Technology Integration:** Lead modernization of marketing technology stack and digital-first campaign strategies.
 - **Brand Development & Management:** Establish cohesive brand identities that resonate with target audiences across all channels.
 - **Team Leadership & Talent Development:** Build, mentor, and lead high-performing marketing teams to deliver exceptional results.
 - **Data Analytics & Performance Measurement:** Implement data-driven decision frameworks to optimize campaign performance and marketing ROI
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Professional Experience

Jeff Martin Auctioneers, Inc. | Pelzer, SC

Executive Marketing Director

August 2021 - Present

- Partner directly with C-suite executives to develop and implement enterprise-wide marketing strategies, driving 100% year-over-year sales growth and \$900+ million in total sales revenue.
- Led strategic transformation of digital marketing operations, resulting in 20,000% increase in digital engagement and established the company as industry digital leader.
- Oversee annual marketing budget exceeding \$2 million, consistently delivering above-benchmark metrics while supporting aggressive business growth objectives.
- Direct and mentor a cross-functional marketing team of 8 professionals, aligning department goals with corporate vision while fostering professional development.
- Pioneered comprehensive multi-channel marketing approach encompassing 600+ integrated campaigns across digital, print, TV, and radio mediums.
- Spearhead executive-level relationships with agency partners, ensuring seamless collaboration and consistent brand representation across all initiatives.
- Transformed email marketing performance with data-driven optimization, maintaining 25% open rates (industry average: 18%) and exceeding engagement benchmarks.
- Present quarterly marketing performance reports to board of directors and executive leadership team, translating complex data into actionable business insights.
- Lead strategic creative direction for brand identity, ensuring all marketing assets meet premium quality standards while supporting corporate positioning.

AT&T | Greenville, SC**Business Sales Liaison**

October 2018 - August 2021

- Managed corporate clients' mobility and internet solutions, ensuring seamless communication and service satisfaction.
- Coordinated with national teams to secure high-value contracts, driving client base growth and revenue.
- Developed operational programs to enhance client retention during periods of significant market competition.
- Led and mentored a team of four sales professionals, improving their sales techniques and client management skills.
- Analyzed sales performance metrics to implement data-driven strategies, achieving and exceeding sales targets.
- Served as key liaison between clients and technical support teams, resolving service issues and fostering strong client relationships.

Radio Training Network | Greenville, SC**Live Production Director, Digital Marketing Manager**

November 2013 - November 2018

- Directed comprehensive digital marketing strategy, driving audience growth and engagement metrics.
- Led technical production team while managing creative direction for studio and location video productions.
- Implemented SEO strategy that increased organic traffic and improved content discoverability.
- Developed and executed digital marketing campaigns that consistently exceeded engagement benchmarks.
- Managed social media team and content strategy, establishing brand voice and driving organizational growth objectives.

EDUCATION

- **North Greenville University** | Tigerville, SC | 2009-2013
- **Oida Sophia Academy** | Greenville, SC | 2005-2009

TECHNICAL SKILLS

- Strategic Marketing Planning
- Executive Presentation Development
- Digital Marketing & SEO Strategy
- Analytics & Performance Measurement: Google Analytics, Power BI.
- CRM Platform Management: Sales Force, HubSpot, Go High Level.
- Adobe Creative Suite
- Marketing Automation Systems: Hub Spot, Go High Level, Constant Contact.
- Budget Management & Forecasting
- Agency Partnership Management
- AI-Enabled Marketing Tools
- Video Production & Direction
- Cross-Channel Campaign Development