

Beth A. Miller

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*“Every organization has a brand. Every organization has a story.
A good brand empowers the story. A bad brand prohibits the story.
A great brand IS the story.” Beth A. Miller*

MARKETING EMPOWERMENT PROFESSIONAL { strategic { collaborative { innovative

I am a successful, well-connected regional leader with a proven, long-term track record in strategic planning, marketing communications, creative services, administration, art direction, public relations, operations management, networking, public speaking and fund development. Recognized throughout my public-sector and private-sector careers for my ability to utilize leadership, relationship building and creative skills to get results and improve organizational performance, my key competencies include:

- Account Development and Management
- Sponsorship Partner Building
- Brand Management
- Relationship Management
- Public Relations and Crisis Communications
- Art Direction (print, broadcast, online)
- Press Conference and Debut Management
- Process Enhancement and Implementation
- Business Vision Development
- Periodical Development and Management
- Strategic and Tactical Planning
- Employee Development and Training
- Fund Development and Special Events
- Public Speaking & Coaching
- Campaign Management and Evaluation
- Product Development and Management

PROFESSIONAL EXPERIENCE

Director of Public Relations The Ohlmann Group

**2014-present
Dayton, Ohio**

Leads the communication strategies for public relations needs of an array of clients for the leading ad agency in the Dayton, OH region. Proficient in press management, content creation, crisis communications, dialogue strategies, brand strategy and promulgation, public speaking and campaign empowerment.

Beth A. Miller Owner, Marketing Strategy Consultant

**2013-present
Springboro, Ohio**

Started consulting as principal and owner of consulting firm to facilitate the empowerment of leadership in the areas of public relations, advertising, strategy, product development, intelligent risk management, communications, presentation, advocacy, brand development and more. Clients range from medical and consumer products to service industries and non-profit collaboratives. Strong background in cause-related initiatives. Proficient in both the private and public sector arenas.

**Five Rivers MetroParks
Director of Marketing and Public Information**

**2007-2013
Dayton, Ohio**

Director of Marketing and Public Information for Five Rivers MetroParks, a 26-park, 16,000 acre, park district in the Dayton, OH area. Responsible for agency-wide strategic marketing, brand management and information management. Recruited, trained and lead a talented team of marketing professionals in the areas of marketing research, online strategies, creative services, public relations and visitor services. Developed and mentored participation in campaign plans for all facets of marketing the agency. Completely re-engineered the role of communications and strategic marketing for the agency. Guided merchandising, point-of-sale strategy and product line accountability. Led the agency to nationally recognized brand and marketing accolades. Modernized processes, developed efficiencies, created new budget methodologies, ideated planning tools, molded results tracking, fostered partner-department empowerment and shifted the culture of communication ownership within the park district.

**The Agency Group, Ltd.
Owner and President**

**2002-2007
Dayton, Ohio**

Co-created a team of strategists, designers, writers, researchers to partner full-service advertising and communications agency skills with strategic planning and long-term objective setting to help a wide variety of clients achieve and exceed their promotional, operational and business plan goals. Developed and trained a network of full-time, part-time and freelance specialists to target their best-matched skill sets toward achieving the best possible, results-driven, award-winning solutions. Facilitated a successful system of new business lead generation, current client profitability models, and referral initiatives. Managed all technical aspects of computer system allocation, software procurement and training. Establish and cultivated enduring relationships with businesses and non-profits searching for smart, innovative approaches to advertising and marketing.

**Premier Productions, Ltd.
Vice President, Creative Services**

**1995-2002
Dayton, Ohio**

Vice President, Creative Services, 1998-2002

Director of Creative Services, 1997 to 1999, promoted 1998

Graphic Designer, 1995 to 1997, promoted 1997

Recruited by start-up advertising agency to establish and maintain graphic design program for Creative Services Division. Designed all mid- to high-end creative executions for existing client base. Promoted to Director of Creative Services and hired additional creative staff to accommodate growing business needs and diverse client base. Developed project management and production methodology. Generated additional business that eventually eclipsed existing project and client ratios.

**The Mazer Corporation
Marketing and Sales Coordinator**

**1994-1995
Dayton, Ohio**

Marketing and Sales Coordinator, Fall 1994-1995

Marketing Coordinator, Spring 1994 to Fall 1994, promoted Fall 1994

Brought on to develop and facilitate a broad-based communications plan to incorporate publishing services, creative services, sponsored marketing, fulfillment, packaging, on-demand, and digital divisions for the Dayton, OH and Boston, MA divisions of an international publishing services firm. Promoted soon thereafter and charged with coordinating the new business efforts of the domestic sales division.

**Shopsmith, Inc.
Graphic Design Specialist**

**1993-1994
Dayton, Ohio**

Hired to internalize all mid-range and time-sensitive design projects. Saved the company more than \$160,000 in advertising expenditure in the first year with professional design and very efficient concept and art production skills.

EDUCATION

Bowling Green State University

Bachelor of Arts Communication,
Interpersonal and Public
Communications with
specialization in Advertising

Aileron

Course for Senior Executives

ADDITIONAL TRAINING

Avoiding Liability Landmines

Delivering Performance Appraisals and Feedback

Investigating Employee Complaints and Misconduct

Ethics Education

Public Records

Diversity

Reasonable Suspicion

Workplace Harassment

DiSC Workplace Enhancement Program

TECHNICAL SKILLS

Microsoft Office Suite (Word, Excel, Outlook, PowerPoint)

Adobe Creative Suite (InDesign, Photoshop, Illustrator)

Social media tools and analytics (Facebook, Instagram, YouTube, LinkedIn, Pinterest, Foursquare, Google Analytics etc.)

CURRENT COMMUNITY AND PROFESSIONAL AFFILIATIONS

CET/Think^{TV} Corporate Underwriting Committee, 2013-present

National Recreation & Parks Conservation Task Force, 2010-present

Greater Downtown Dayton Plan Advisory Committee, 2010-present

Dayton Area YMCA Marketing Advisory Committee, 2007-present

AWARDS AND HONORS

2014 National Recreation and Parks Association National Congress Speaker
2013 Ohio Parks and Recreation Association Conference Award: Marketing Innovation
2013 Florida Recreation and Parks Association State Conference Speaker
2013 National Recreation and Parks Association National Congress Speaker
2012 Ohio Parks and Recreation Association State Conference Award of Excellence: Print Marketing
2012 Ohio Parks and Recreation Association State Conference Award of Excellence: Event Management
2012 Ohio Parks and Recreation Association State Conference Award of Excellence: Advocacy Campaign
2012 Ohio Parks and Recreation Association State Conference Award of Distinction: Broadcast Media
2012 Ohio Parks and Recreation Association State Conference Speaker
2012 National Recreation and Parks Association Marketing Kudos Award
2012 National Recreation and Parks Association National Congress Speaker
2012 Ohio Parks and Recreation Association State Conference Speaker
2011 Ohio Parks and Recreation Association Award of Excellence: Broadcast Media
2011 Ohio Parks and Recreation Association State Conference Speaker
2011 National Recreation and Parks Association National Congress Speaker
2010 Ohio Parks and Recreation Association State Conference Award of Excellence: Print Marketing
2009 Protect Our Parks Executive Advisory Board (political campaign)
2008 Ohio Parks and Recreation Association Award of Outstanding Online Marketing

2004 Heart of the House, Ronald McDonald House Charities
2004 Public Awareness Award, Epilepsy Foundation of Southwest Ohio

AAF, 2007 Hermes Silver Award, Non-Profit Fundraising Elements
AAF, 2007 Hermes Silver Award, Non-Profit Event Promotion
AAF, 2006 Hermes Gold Award, Out-of-Home Advertising
AAF, 2006 Hermes Silver Award, Elements of Advertising
AAF, 2006 Hermes Bronze Award, Retail Radio
AAF, 2006 Hermes Bronze Award, Point-Of-Purchase Sales Promotion
AAF, 2005 Hermes Bronze Award, Public Service Campaign
AAF, 2005 Hermes Bronze Award, Retail Service Elements of Advertising
AAF, 2005 Hermes Bronze Award, Industry Services Promotion
AAF, 2005 Hermes Bronze Award, Elements of Brand Identity
AAF, 2004 Hermes Gold Award, Campaign Elements of Advertising
AAF, 2004 Hermes Silver Award, Seasonal Elements of Retail Advertising
AAF, 2004 Hermes Bronze Award, Non-Profit Direct Marketing
AAF, 2004 Hermes Bronze Award, Elements of Event Promotion
AAF, 2004 Hermes Bronze Award, Industry Self-Promotion
AAF, 2004 Hermes Bronze Award, Retail Event Elements
AAF, 2003 Hermes Gold Award, Corporate Brand Identity
AAF, 2003 Hermes Bronze Award, Corporate Identity Program
AAF, 2002 Hermes Silver Award, Business to Business Event Marketing
AAF, 2002 Hermes Silver Award, Special Event Advertising
AAF, 2001 Hermes Silver Award, Business to Business Direct Marketing
Dayton Advertising Club, 2001 Above and Beyond Award
Dayton Advertising Club, 2000 Award of Excellence

REFERENCES

Michelle Kaye

Client & Community Relations Director, PNC Bank
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Dave Thurkelson

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E. Perry Martin

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