

Roy G. Miller

OBJECTIVE: Seeking career-building public-relations position with team of professional communicators at an entrepreneurial organization intent on success through individual and collaborative efforts, excellence, integrity and innovation.

ACHIEVEMENTS

- Developed and led PR practice at local marketing services firm, started RGM Communications in February 2007
- Served as 2006 president of International Association of Business Communicators/Dallas, a 300-plus member organization
- Managing environmental/litigation crisis for land developer; Increased constituent satisfaction rate to more than 80 percent during one-year community relations/media relations campaign
- Generated \$14 million worth of media coverage during “Fridge of the Future” campaign for global IT services company. Coverage highlights: Oprah Winfrey, ABC World News Tonight, CNN, C/NET, Computerworld, Good Housekeeping and ZDNet
- Launched technology magazine targeting CIOs and CEOs. Responsible for editorial content and design/production.

STRENGTHS/SKILLS

- Strategic, entrepreneurial individual who is conscientious, disciplined and results-oriented
- 20-plus years establishing relationships with media and industry analysts, managing strategic communications and working in corporate and agency environments
- Writing excellence – journalesque (news, features, columns) and marketing communications (brochures, newsletters, direct mail, Web sites)
- Multi-industry experience: business, IT (hardware/software/services), professional services, health care, retail, non-profit, banking/finance, manufacturing, energy and more
- Tech-savvy – Web communications, Internet/intranets, blogs and podcasting

EXPERIENCE

RGM Communications, Dallas, February 2007 to present, began own marketing communications and PR firm

The TransSynergy Group, Dallas, July 2002 to February 2007

Vice President, formed practice at local marketing services firm in July 2002

- Generate new business, lead business-to-business CEO referrals group and serve a variety of start-up and mid-sized clients nationwide
- Responsibilities: Budgeting, sales and business planning; marketing communications; media and analyst relations; crisis communications, serving as client spokesperson; copy writing of news releases, contributed articles, case studies, brochures, Web, direct mail and more; account management and supervision; oversight of account team, including copy writer, freelancers and administration
- Lead communications and media relations as Dallas/IABC board member, developing online Quick Poll and garnering local and national media coverage

Michael Burns & Associates Inc./Public Relations, Dallas, September 1996 to July 2002

Account Supervisor, promoted from Senior Account Executive in December 1997. Hired as Account Executive in 1996.

- Generated new business, including agency's largest account; supervised technology team/accounts at \$2.2 million PR agency. Also worked business and health-care accounts. Duties: strategic planning, media relations; marketing communications; media and analyst tours; writing/editing of media kits, news releases, contributed articles and case studies; account evaluation metrics; business development
- Led PR efforts for companies of all sizes (start-ups to Fortune 1000)

OTHER EXPERIENCE, 1991-1996

- Freelance Writing, The Dallas Morning News, local PR agencies
- Publications Editor, VHA Inc., Irving, Texas
- Marketing Manager, Micronyx Inc., Richardson, Texas, security software company
- Publications Editor, INFOMART, Dallas technology mart

EDUCATION

- University of North Texas, Denton, Texas – 1987, Bachelor's of Science, Journalism/Public Relations, Minors: Marketing, Political Science

See more about Roy G. Miller at <http://tinyurl.com/roycareer>

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