

# 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://www.roygmiller.com> .