

CRAIG DOUGLAS MILLER

EXECUTIVE CREATIVE DIRECTOR

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SUMMARY

Multi-hyphenate award-winning creative director with a knack for turning bold ideas into market triumphs. With a strong track record of stirring things up for top-tier creative agencies, my portfolio is a testament to the power of inventive storytelling to drive growth and achieve maximum effectiveness. Proven track record of mentoring teams to deliver projects that consistently exceed expectations. Aggressively pursuing AI with post-grad work in Artificial Intelligence. Seeking a new position where I can not only utilize my creative skills, but also my leadership skills and newfound enthusiasm for AI to successfully run and manage teams in today's fast-moving creative landscape.

EXPERIENCE

Freelance Atlanta, GA

2015-present

Creative Consultant

- Delivered high-impact copywriting and creative consulting for prestigious creative agencies including The Martin Agency, Johannes Leonardo, BBH, R/GA, Barton F. Graf, and many more.
- Wrote Budweiser's viral "Harry Caray's Last Call" online video, achieving 34 million views, 325 million impressions from earned channels, and 625 media placements. Is still the only content piece to be simultaneously #1 in engagement on Facebook, YouTube and Twitter.
- Collaborated with The Lincoln Project to produce compelling viral political content, racking up 3.4 million views, and a 13% rise in crossover voters in swing states, impacting the outcome of a Presidential election.

BBDO Atlanta, GA

2017-2019

Senior Vice President, Group Creative Director

- Partnered with CCO to increase creative standards across agency accounts, resulting in the agency's first Cannes Lions and establishing a new benchmark for creative excellence.
- Joined forces with anti-sex trafficking organization Street Grace to create the Gracie AI chatbot, which stopped sex-traffickers before they could act in 25 states and 78 cities, exchanging over 54,000 messages, 1,000 intercepts per month and reporting 6,000 would-be predators, also fueling the single biggest verifiable study on sex-trafficking ever, and winning three Gold Effie Awards.
- Recruited client Old Fourth Distillery to create the Atlanta United/O4D Chant Generator, engaging consumers for an average 3 1/2 minutes, drove a 3X increase in sales, positioning O4D as an authentic Atlanta brand.
- Demonstrated strong leadership by revitalizing agency culture and improving employee engagement by organizing innovative team building events, including The Inaugural BBDO Employee Comedy Show.

Arnold Worldwide Boston, MA

2012-2015

Senior Vice President, Group Creative Director

- Led the creative team to a winning pitch for PUR Water Filters, revitalizing the brand with the memorable and highly effective "Arthur Tweedie, Water Critic" campaign.
- Reinvigorated previously stagnant account by leading creative on CFP Group's "Can You Tell the Difference?" campaign, leading to a 57% increase in web traffic and a 43% increase in graduates sitting for the CFP Board Certification Exam.

Crispin Porter + Bogusky Boulder, CO

2006-2011

Vice President, Creative Director

- Ascended from Copywriter to VP Creative Director at arguably the most creative agency of the 2000's.
- Spearheaded Domino's "Pizza Turnaround" campaign, sparking one of the most dramatic corporate turnarounds in history, sending sales and stock prices soaring. Following the campaign's launch, the stock value skyrocketed, boasting a 200% increase in the first four months, 424% in two years, and an astounding 8900% over a decade. The first quarter of 2010 alone witnessed a 14.3% revenue bump, with a 130% stock price surge by the year's end. This culminated in same-store domestic sales climbing 10.3% by 2010. Earned a D&AD Pencil in the "Earned Media" category, for creating content that garnered over a billion free media impressions. Received a Cannes Lions "Sustained Success" Award, emphasizing long-term impact and excellence in creative work across multiple successful campaigns.

EDUCATION

University of Texas McCombs School of Business Austin, TX

Certificate in “Artificial Intelligence and Machine Learning: Business Applications” (expected completion 8/2024).

Southern Methodist University Dallas, TX

Master of Arts in Clinical/Counseling Psychology

Bachelor of Arts in Psychology

CERTIFICATIONS

- **Artificial Intelligence in Marketing** – University of Virginia Darden School of
- **Prompt Engineering for ChatGPT** - Vanderbilt University
- **Generative AI: Introduction and Applications** - IBM
- **Trustworthy Generative AI** - Vanderbilt University
- **Copywriting** – The Creative Circus

SKILLS

- AI and Machine Learning
- Leadership and Team Management
- Strategic Planning and Execution
- Client Relationship Management
- Public Speaking and Presentation
- Motivating Mentor and Teacher
- Unconventional and Counterintuitive Thinker

RECOGNITION

Cannes Lions | The One Show | D&AD | Clios | Effies | New York Festivals | LIAA Awards | Art Director’s Club | Webby’s Shorty’s | Radio Mercury Awards | Communication Arts | Luerzer’s Archive | YouTube Ads of the Year | Facebook Awards

OUTSIDE PURSUITS

- **Music Production and Performance:** Founder and leading creative force behind Blueburst, an alternative rock project.
- **Screenwriting:** Award-winning screenwriter, currently shopping multiple film and TV projects.
- **Stand-Up Comedy:** Extensive experience on the NYC and Atlanta comedy circuits, both as a performer and producer.