

CHANEL MILLER

Creative Leader

Sacramento, CA

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chanelmiller.com

EXPERTISE

Brand Strategy
Creative Leadership
Team Management
Campaign Development
Visual Storytelling
Concept Development
Cultural Insights
Inclusive Storytelling

TOOLS + SOFTWARE

Photoshop
Illustrator
InDesign
Figma
Sketch
XD
Microsoft office
Google Suite

EDUCATION

Certificate
One School
2021

Bachelor's Degree
CSU East Bay
2017

Associate's Degree
Cañada College
2015

CAREER SUMMARY

Creative leader with 6+ years of experience in brand strategy, storytelling, and multi-channel campaigns across social, digital, TV, and experiential. Skilled in leading teams, managing large-scale projects, and building impactful brand identities through strategic creativity and cultural insights.

SENIOR ART DIRECTOR

OCT 2024 – PRESENT

Area 23 – NEW YORK CITY

- Led creative development for integrated, award-winning healthcare campaigns across digital, social, and print.
- Concepted engaging, patient-centric storytelling, aligning brand objectives with audience insights.
- Managed multiple campaigns simultaneously, ensuring flawless execution from strategy to final production.
- Partnered with copywriters, strategists, and medical teams to craft compelling, regulation-compliant creative.

SENIOR ART DIRECTOR

MAY 2023 – OCT 2024

Publicis – NEW YORK CITY

- Spearheaded brand storytelling and creative strategy for top-tier clients across finance, tech, and consumer goods.
- Led the development of multi-platform campaigns, transforming brand insights into high-performing creative.
- Managed cross-functional teams, ensuring seamless collaboration between creative, strategy, and production.
- Oversaw production workflows, ensuring on-time, high-quality creative execution across all digital and print assets.

ART DIRECTOR + CULTURE COLLECTIVE CHAIR

MAR 2021 – MAY 2023

R/GA – NEW YORK CITY

- Developed social-first and integrated campaigns for Fortune 500 clients, ensuring alignment with brand objectives.
- Led rebranding and repositioning strategies, modernizing visual identities and increasing audience engagement.
- Chaired the ERG Culture Collective, advocating for Black creatives and launching mentorship & professional development initiatives.
- Provided creative direction and leadership throughout all stages of production, ensuring strategic and brand consistency.

STUDIO DESIGNER

FEB 2019 – MAR 2021

ARGONAUT – SAN FRANCISCO

- Established brand guidelines and design systems, ensuring cohesive brand representation across campaigns.
- Led creative production workflows from ideation to final execution, managing print, digital, and experiential assets.
- Partnered with copywriters, strategists, and project managers to develop campaign content that drove engagement.

LEADERSHIP + CULTURAL IMPACT

As Head of Creative for Black Visionaries for over 2 years, I lead strategy, branding, and storytelling to elevate Black professionals. I manage a team of designers and copywriters and spearhead events to foster collaboration and economic empowerment. I've also mentored the next generation of creatives through motivational talks at colleges in NYC and Florida.