

CHANEL MILLER

CREATIVE LEADER

Sacramento, CA

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EXPERTISE

Social-First Art Direction

Brand Storytelling

Digital Content Strategy

Inclusive & Culturally Relevant Design

Visual Identity & Branding

Video & Photography Production

Campaign Development

Creative Leadership

Team Mentorship

TOOLS + SOFTWARE

Adobe Creative Suite

Microsoft Office

Google Workspace

Figma

Asana

Salesforece

Powerpoint

Keynote

AI Tools for Creative Ideation

EDUCATION

Certificate – Art Direction

One School, 2021

Bachelor's Degree – Graphic Design

CSU East Bay, 2017

Associate's Degree – Multimedia

Cañada College, 2015

CAREER SUMMARY

Creative leader with over six years of experience shaping integrated campaigns across digital, social, and print. Skilled at translating complex ideas into compelling brand stories that connect with audiences and drive results. Experienced in leading cross-functional teams, collaborating with copy, design, and strategy partners, and ensuring creative work aligns with business goals. Passionate about crafting narratives that inform, inspire, and elevate brands across regulated and technical industries.

Area 23, New York City

Senior Art Director

10/ 2024 – Present

- Direct campaign development across digital, social, and print for a leading pharmaceutical brand.
- Partner with copywriters to craft clear, audience-driven messaging simplifying complex healthcare and financial topics.
- Launch social and video platforms expanding brand visibility and engagement.
- Collaborate with strategy, medical, and production teams to align creative with brand goals.
- Create and present campaign decks articulating creative rationale and insights.

Publicis, New York City

Senior Art Director

05/2023 – 10/2024

- Led the development of integrated brand campaigns supporting awareness and performance goals across digital, social, and video platforms.
- Partnered with copywriters and strategists to develop campaign messaging, taglines, and visual narratives aligned with brand voice.
- Collaborated with voice-over artists, editors, and production teams to bring creative concepts to life through video and audio storytelling.
- Produced campaign frameworks that simplified technical and financial products for consumer audiences.
- Built presentation decks that effectively communicated creative rationale, insights, and strategy to leadership and clients.
- Mentored junior creatives, fostering conceptual thinking and storytelling craft across the team.

R/GA, New York City

Art Director + ERG Chair

03/2021 – 05/2023

- Led digital activations for major brands using cultural trends to drive engagement.
- Collaborated with copywriters to refine messaging and tone across touch points.
- Provided creative direction through all production stages ensuring alignment with brand goals.
- Chaired ERG initiatives for mentorship and professional growth of Black creatives.

ARGONAUT, San Francisco

Studio Designer

02/2019 – 03/2021

- Built design systems and visual identities for national campaigns across multiple channels.
- Partnered with strategy and creative leads to ensure cohesive storytelling.
- Supported end-to-end production from concept to delivery.

LEADERSHIP + CULTURAL IMPACT

From 2023–2025, I led brand strategy and creative direction for a nonprofit uplifting Black professionals across industries. Managed a creative team, produced cultural events, and executed storytelling initiatives that centered collaboration and economic empowerment. Speaker and mentor for creative students across NYC and Florida.