

# 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

Photoshop

Illustrator

InDesign

Figma

Sketch

XD

Microsoft office

Google Suite

## 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 6+ years of experience bringing brands to life through bold, social-first campaigns. Deeply rooted in internet culture and driven by craft, I create visually compelling work that connects with audiences where they are. Experienced in hands-on art direction, content production, and building brand relevance through culture-led storytelling. Known for mentoring teams, pushing ideas forward, and creating scroll-stopping content that makes people feel something.

### SENIOR ART DIRECTOR

Area 23 – NEW YORK CITY

OCT 2024 – PRESENT

- Led the creative development of digital, social, and print campaigns for healthcare brands, ensuring compelling, regulation-compliant storytelling.
- Spearheaded the creation of client's YouTube and Instagram platforms, currently under construction, to expand brand reach and engagement.
- Developed a campaign showcasing how psoriasis manifests across all skin tones, particularly on skin of color, for both Healthcare Professionals (HCP) and Direct-to-Consumer (DTC) audiences.
- Collaborated with cross-functional teams, including medical, strategy, and production, to execute engaging, insight-driven creative.

### SENIOR ART DIRECTOR

Publicis – NEW YORK CITY

MAY 2023 – OCT 2024

- Led digital-first creative strategies for global brands, focusing on social-first storytelling and audience engagement.
- Developed multi-platform campaigns that drove brand awareness and performance marketing goals.
- Managed cross-functional collaboration between creative, strategy, and production teams to deliver high-quality campaigns.

### ART DIRECTOR + CULTURE COLLECTIVE CHAIR

R/GA – NEW YORK CITY

MAR 2021 – MAY 2023

- Led creative for social campaigns and digital activations for major tech and lifestyle brands.
- Concepted culture-driven work inspired by online behaviors, trends, and platform-specific nuance.
- 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

ARGONAUT – SAN FRANCISCO

FEB 2019 – MAR 2021

- Built design systems and visual identities for national brand campaigns.
- Supported end-to-end production for social, print, and experiential creative.
- Partnered with strategy and creative leads to deliver cohesive and impactful work.

## LEADERSHIP + CULTURAL IMPACT

Led brand, strategy, and storytelling for a nonprofit uplifting Black professionals across industries. Managed a creative team and executed cultural events that prioritized collaboration and economic empowerment. Speaker and mentor for creative students in NYC and Florida.