

BRITTANY MILLER

Creative Operations and Brand Systems Lead

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Creative operations leader with 15+ years in design and 8 years supporting digital programs, launches, and brand systems. I help teams reduce chaos, work with clarity, and move work forward with simple processes that make sense. I turn strategy into workflows, templates, and reusable tools that keep brands consistent and campaigns running smoothly.

My background blends design, production, automation, and team enablement. I'm at my best building the system behind the work so creative, marketing, and product partners can stay focused on what they do best.

CORE CAPABILITIES

- **Creative Operations & Workflow Management** - Build briefs, workbacks, handoff plans, and review rhythms. Keep cross-functional partners aligned and protect delivery dates.
- **Brand Systems & Enablement** - Create and maintain brand standards, templates, asset libraries, and content kits so teams can self-serve and stay consistent.
- **Campaign Production & Delivery** - Translate launch goals into simple execution plans. Produce pages, emails, decks, social kits, and print with QA and accessibility checks.
- **Light Automation & Lifecycle Support** - Set up nurturing flows, onboarding logic, and simple automation that reduces manual workload and creates cleaner customer experiences.
- **Cross-Functional Collaboration** - Work closely with marketing, product, leadership, and creative. Bring clarity, documentation, and follow-through to fast-moving environments.

PROFESSIONAL EXPERIENCE

Art Director at Alyssa J. Dillon Inc.

Online education & digital programs | October 2023 – Present | Remote

- **Turn launch and program strategy into briefs**, workbacks, task lists, and simple review rhythms so the team ships monthly campaigns with strong on-time performance.
- **Build and maintain onboarding flows**, CRM logic, and automation that removed roughly two full-time roles worth of manual work.
- **Own brand consistency** across every touchpoint. Create templates, content kits, and a shared asset library that supports repeatable execution.
- **Produce pages, email campaigns, social kits, decks, and promotional assets** across multiple platforms with careful QA and accessibility checks.
- **Track basic performance** for lead capture and nurture flows. Apply insights to tighten future campaigns, moving opt-in rates into the 35–50 percent range.

Art Director and Brand Systems Consultant at Sage & Frank

Independent brand & creative studio | 2017 – 2023 | Remote

- **Led creative direction, operations, and delivery** for online experts, education companies, and founders. Directed small teams across design, copy, dev, and social.
- **Built brand systems** and guidelines that helped clients maintain consistency long after handoff. Created templates, social kits, launch kits, and content libraries that simplified execution for internal teams.
- **Designed websites**, automated email journeys, funnels, campaign assets, and supporting materials for brands moving from startup to scale.
- **Streamlined workflows** and approval processes that reduced revision rounds, improved turnaround time, and made launches more predictable.
- **Contributed to client success** across multiple six-figure launches. Established systems and creative operations that allowed clients to rerun campaigns independently.

Studio Artist at Barkley

Full-service independent advertising agency | 2015 – 2017 | Kansas City, MO

- **Produced assets** in print, digital, OOH, presentation decks, and large-format assets for national brands.
- **Delivered vendor-ready files** under fast deadlines while maintaining accuracy, consistency, and production quality.

Prepress Technician at Tabco, Inc.

Flexographic label production | 2012 – 2015 | Kansas City, KS

- **Prepared label designs** for high-speed flexographic printing. Improved print quality and reduced production errors through consistent prepress standards.

Early Career Experience *(2007 – 2012)*

- **Ran a district print and design hub** handling scheduling, vendor coordination, quality control, and production for 30–40 concurrent projects.
- **Designed and produced collateral**, large-format signage, and print materials across multiple industries.

TOOLS

- Adobe Creative Cloud (InDesign, Illustrator, Photoshop, Acrobat), Canva
- ClickUp, Monday.com, Trello, Slack
- WordPress, ActiveCampaign, ConvertKit, Zapier
- Comfortable ramping up on new CRM, email, and web platforms
- Basic CSS

EDUCATION & CERTIFICATIONS

- **Graphic Design Degree** – The Art Institute of Ohio-Cincinnati, 2007 (A.A., Cum Laude)
- **Certified Active Ally** – Entrepreneurs for Social Justice, 2021