

Troy Anthony Miller

Copywriter



Wordsmith

I am an experienced writer, instructional designer and copy editor, having written creative scripts, design and technical documentation, and news articles. I have advanced knowledge of AP, MLA and Chicago style guides, and have published material both in print and digital formats.

Collaborator

Here's the bonus you get with me in any capacity as a creative professional: I have been a student and teacher of the art of **improvisation** for over 12 years. I bring these profoundly impactful skills into any role I take, helping me excel at **collaboration, public speaking, problem solving** and **storytelling**.

Career Highlights

Marketing Writer: Developer of all content for the Texas Gear Up website, a project funded by the Texas Education Agency to encourage at-risk middle and high school students to go to college and forge a career. Website launched in the fall of 2013, helping to increase high school to college matriculation in Texas by 10% in two years.

Instructional Designer-Writer: Developer of content and instructional approach for internal, online training initiatives for such companies as Davita, Cornell University, Altria, Maple Leaf Foods, and Hillshire Brand Foods, enabling them to more efficiently achieve their onboarding and compliance goals.

Editorial Director-Writer: Director of the Creative Writing Department of CompassLearning, a major educational software publisher. Managed a team of 20 writers & copy editors. Developed animated, interactive courses that were a market differentiator and brought in sales revenue of nearly 10 million dollars in year one of release.

City Beat Writer: Reviewer of entertainment events, movies, restaurants and nightlife for AOL's website "City's Best". Had weekly column interviewing key local figures and recommending networking events for singles and professionals. Content consistently drove new traffic to all AOL branded properties, increasing their subscriber base.

Managing News Editor: Co-editor of the news section of CreditCards.com, a website geared toward providing financial advice to consumers. Developed story ideas, managed assignments given to writers, managed the editorial calendar, and oversaw video and multimedia projects. News content increased revenue by driving over 500 users a day to main landing page.

Social Media Director: Coordinated all social media outreach and knowledge share for the 2014 Applied Improv Network Conference, the world's largest organization of corporate training professionals. Followers of all AIN-related social media increased by over 20%.

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Employment History

AMS Pictures – Freelance Creative Writer – Austin-based (2013-Present)
Alchemy Systems – Freelance Instructional Designer & Writer – Austin-based (2013-Present)
Sparadigm Cinema – Freelance Video Writer & Producer – Austin-based (2001-Present)
Hideout Theatre – Freelance Corporate Trainer – Austin (2003-2015)
Alamo Drafthouse Cinema – Special Events Host – Austin (2011-2015)
AIN Conference – Social Media Director – Austin (2014)
CreditCards.com – Managing Editor & Multimedia Producer – Austin (2012)
AOL City's Best – City Beat Writer, Columnist – Austin (2010-2011)
CompassLearning – Editorial Director – Austin (2006-2009)
Austin Film Society – Freelance Editorial Assistant, Copy Writer – Austin (2002)
Sapient, Inc. (Human Code) – Software Producer – Austin (1999-2001)
NCB English Language Institute – English Teacher – Tokyo, Japan (1995-1997)

Education & Achievements

B.S., Speech (Communications, Media)
Northwestern University, Evanston, IL
Section Editor
The Northwestern Review
Winner, Austin Film Festival
Best Screenplay
Winner, American Artists Film Festival
Best 10 Films
Winner (2x), B. Iden Payne Award
Best Improvisational Theatre Group

Technological Skills

Hardware: Windows, Mac
Software: MS Office Suite, MS Project, Quark Xpress, Final Cut Pro, Avid Media Composer, Full Adobe Creative Suite, Sony Vegas, Sony Sound Forge, Articulate

Writing samples and video demos can be seen at www.troyanthonymiller.com.

You can also find my professional profile on:

Linked In: <http://www.linkedin.com/pub/troy-a-miller/0/57a/307>