

ED MILLER

Innovative Creative Director with over 20 years in design and branding, including 6 years in financial services leadership. Builds high-performing teams that align creative workflows with business objectives and implement agile systems to enhance efficiency and brand integrity. Explores AI integration to automate processes and elevate creative work, driving innovation and problem-solving.

Pittsburgh, PA

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ed-miller.com

EXPERIENCE

Creative Director, CBIZ

PITTSBURGH, PA | NOVEMBER 2024 - PRESENT

- Led 10-person centralized creative team supporting national marketing initiatives; aligned design strategy with business goals, emerging technology, and brand consistency
- Directed rebrand during CBIZ-Marcum merger, collaborating with outside agency and cross-functional teams to enhance brand visibility
- Built and scaled creative team post CBIZ-Marcum merger; identified talent, established workflows, and optimized processes to meet increased organizational demand
- Spearheaded professional development programs to upskill creative team, receiving recognition from senior marketing leadership for team growth
- Leading enterprise self-service template and digital asset management expansion, leveraging AI and automation to dynamically incorporate client data into sales, proposal, and RFP deliverables
- Partnered with IT to streamline Adobe and stock licensing, delivering ~\$100K in annual cost savings
- Driving technology consolidation projected to generate an additional ~\$100K in annual savings by 2029

Creative Director, Marcum

PITTSBURGH, PA | JULY 2023 - NOVEMBER 2024

- Led 5-person creative team supporting national marketing initiatives; aligned design execution with brand strategy and business objectives across digital and print channels
- Directed firm-wide rebrand rollout, ensuring cohesive execution across all marketing touchpoints
- Partnered with marketing and business stakeholders to align creative work with strategic priorities and market positioning
- Coached and developed creative talent to foster high-performing, collaborative team culture

SKILLS

Creative Direction

Creative Strategy

Brand Strategy

Creative Operations

Brand Management

Brand Development

Team Leadership

Change Management

Workflow Optimization

EDUCATION

Duquesne University

Pittsburgh, PA

Master of Arts,

Corporate Communications/

Integrated Marketing

University of Pittsburgh

Pittsburgh, PA

Bachelor of Arts, Studio Arts &

Communications

Creative Director, HBK

PITTSBURGH, PA | JANUARY 2022 - JULY 2023

- Led creative strategy and execution for the firm, partnering with marketing and digital leadership to elevate brand presence across channels
- Directed network of freelance designers and writers to deliver consistent, high-quality creative output aligned with business goals and brand standards
- Designed and launched a refreshed brand identity, establishing a more cohesive and modern visual presence across marketing channels
- Collaborated with Director of Digital Marketing to revamp firm's online presence, enhancing user experience and reinforcing brand alignment across web properties
- Partnered with videographers to develop thought leadership and brand storytelling content, positioning the firm as a trusted market voice
- Established foundational creative processes to ensure consistency across diverse marketing initiatives

Manager, Graphic Design, Deloitte

PITTSBURGH, PA | AUGUST 2019 - JANUARY 2022

- Managed creative execution of US Tax practice initiatives, enhancing senior leadership's strategic objectives and enterprise programs
- Led design for the Tax Transformation Office, including executive presentations, communications, and SharePoint experiences
- Supported global technology initiative through design and video production
- Delivered presentations, digital content, and event materials for Strategic Priorities Office and Global Deloitte Private, supporting effective communication of key initiatives
- Maintained brand consistency across global and US Tax initiatives and coached junior team members

ADDITIONAL WORK EXPERIENCE

Senior Designer, Deloitte

Senior Creative Services Designer, Deloitte

Graphic & Multimedia Designer, Big Picture Communications

Print Production Artist, Big Picture Communications