

Ed Miller

CREATIVE LEADERSHIP | ORGANIZATIONAL DESIGN | CREATIVE OPERATIONS | TRANSFORMATION

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EXECUTIVE PROFILE

Creative executive with more than 22 years of experience building brands, teams, operating models, and systems that enable stronger creative performance. Experienced in leading centralized creative organizations within complex, decentralized professional-services environments and guiding teams through mergers, rebrands, technology implementation, and organizational change.

Executive scope includes stewardship of personnel investments approaching \$900K, strategic vendor partnerships, enterprise technology procurement, and influence over more than \$2M in annual organizational investments spanning creative technology, print production, and branded merchandise.

Brings together creative strategy, organizational design, operations, technology, governance, and people development to improve how creative and marketing work gets done. Known for identifying connections across functions, translating complex business needs into practical operating solutions, and building the clarity, capabilities, and infrastructure required for creative organizations to adapt and scale.

EDUCATION

Duquesne University

Master of Arts,
Corporate Communications/
Integrated Marketing
Pittsburgh, Pennsylvania

University of Pittsburgh

Bachelor of Arts,
Studio Arts and Communications
Pittsburgh, Pennsylvania

LEADERSHIP CAPABILITIES

- Creative and Brand Leadership
- Organizational Design and Transformation
- Creative Operations and Workflow Strategy
- Marketing Technology and AI Enablement
- Brand Governance and Enterprise Adoption
- Team Building and Leadership Development
- Cross-Functional Stakeholder Leadership
- Technology Evaluation and Consolidation

SELECTED LEADERSHIP IMPACT

- Built and led a 10-person centralized creative team supporting national marketing priorities across a complex professional-services organization.
- Directed creative integration and enterprise brand implementation during the CBIZ–Marcum merger.
- Established team structures, workflows, development practices, and governance to support increased organizational scale and demand.
- Led expansion of self-service templates and digital asset management.
- Partnered with IT and marketing leadership to evaluate technology, licensing, automation, security, and operating-model implications.
- Delivered approximately **\$70,000 in annual savings** through Adobe and stock-license optimization.
- Developed a broader technology-consolidation plan projected to generate approximately **\$100,000 in additional annual savings by 2029**.
- Created professional-development programs to strengthen leadership capability and prepare team members for broader responsibility.

PROFESSIONAL EXPERIENCE

Creative Director, CBIZ

PITTSBURGH, PA | NOVEMBER 2024 - PRESENT

Lead a centralized creative organization supporting national marketing initiatives across a large, decentralized professional services enterprise. Responsible for creative strategy, organizational design, team development, enterprise technology, governance, and strategic vendor partnerships. Executive scope includes stewardship of approximately \$800K–900K in personnel investment, management of strategic print vendor relationships supporting \$400K–500K in annual production, influence over \$300K+ in creative technology investments, and joint oversight of branded merchandise programs approaching \$800K annually.

- Built and scaled a 10-person centralized creative team following the CBIZ–Marcum merger, aligning talent, responsibilities, workflows, and leadership structure with increased enterprise demand.
- Led creative implementation of the enterprise rebrand with an external agency and cross-functional stakeholders, translating the identity across marketing channels, templates, and business applications.
- Designed operating models, prioritization frameworks, and leadership development programs that strengthened collaboration, clarified ownership, and prepared emerging leaders for expanded responsibility.
- Led enterprise evaluation, contract negotiation, implementation, and governance of creative technology platforms, expanding self-service templates and digital asset management while improving governance, scalability, and user adoption.
- Directed strategic print vendor relationships, overseeing vendor evaluation, quality management, and ongoing performance while maintaining enterprise production standards.
- Partnered with IT, Procurement, Security, Legal, HR, and Marketing to evaluate AI, automation, licensing, and platform consolidation, delivering approximately \$70K in annual savings with an additional \$100K in projected annual savings by 2029.

THOUGHT LEADERSHIP

Creator, *Think Like a Designer*

Developed Think Like a Designer, a framework exploring how foundational design principles can be applied beyond visual communication to organizational structures, workflows, technology, prioritization, and business decision-making.

Publish perspectives on creative leadership, organizational design, creative operations, transformation, AI, marketing technology, and the systems that make strong creative performance repeatable.

Frameworks, case studies, and executive portfolio:
ed-miller.com

Creative Director, Marcum

PITTSBURGH, PA | JULY 2023 - NOVEMBER 2024

Led the national creative team and helped prepare the function for greater scale, stronger brand consistency, and subsequent organizational integration.

- Led a five-person creative team supporting national marketing programs across digital, print, campaign, and enterprise communication channels.
- Directed firm-wide implementation of a new brand identity, establishing consistency across marketing touchpoints while addressing the requirements of varied service lines and stakeholders.
- Partnered with marketing and business leaders to connect creative priorities with broader positioning, campaign, and organizational objectives.
- Strengthened team capability through coaching, clearer responsibilities, and increased ownership of creative review and daily operations.
- Improved trust, collaboration, and team stability while developing senior talent for expanded management responsibility.

Creative Director, HBK

PITTSBURGH, PA | JANUARY 2022 - JULY 2023

Established and led the firm's creative function within a lean internal marketing organization, combining internal leadership with a flexible external partner network.

- Led creative strategy and execution across brand, digital, print, video, thought leadership, and business-development communications.
- Directed freelance designers, writers, videographers, and other external partners to provide scalable capability while maintaining quality and brand consistency.
- Designed and launched a refreshed visual identity that created a more cohesive and contemporary presence across marketing channels.
- Collaborated with digital leadership on the redesign of the firm's web presence, improving brand alignment and user experience.
- Developed brand storytelling and thought-leadership content with external video partners.
- Introduced foundational creative processes, standards, and coordination practices to support more consistent execution across the organization.

Manager, Graphic Design, Deloitte

PITTSBURGH, PA | AUGUST 2019 - JANUARY 2022

Supported senior executives and strategic initiatives across Deloitte's US Tax practice, combining design leadership with executive communication, transformation, and enterprise program support.

- Led creative execution for US Tax leadership priorities and enterprise programs.
- Supported the Tax Transformation Office through executive presentations, strategic communications, digital experiences, and SharePoint content.
- Contributed design and video capabilities to a global technology initiative.
- Developed presentations, event materials, and digital communications for the Strategic Priorities Office and Global Deloitte Private.
- Translated complex strategies into clear and persuasive executive communications for senior stakeholders.
- Maintained brand consistency across US and global initiatives while coaching junior creative professionals.

EARLIER EXPERIENCE

- **Senior Designer**, Deloitte
- **Senior Creative Services Designer**, Deloitte
- **Graphic & Multimedia Designer**, Big Picture Communications
- **Print Production Artist**, Big Picture Communications

Earlier experience included agency and enterprise work spanning branding, campaigns, print, digital design, web, video, animation, production, and client-service delivery.