

# DANIEL R. MILLER

WORD CRAFT IS KIND OF MY THING

## CONTACT

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## GET TO KNOW ME

You know that person who always uses proper capitalization and grammar even when texting? That's me.

I'm an experienced copywriter who knows how to think-like, write-for and connect with a diverse range of audiences. I've developed and executed content strategies for brands to help drive traffic and engagement.

Like what you see? Hit that proverbial like button (email/text/call me).

## EXPERIENCE

### SOCIAL MEDIA/GAMING COPYWRITER

Dell Blue | Aug 2021 - Current

Copywriter for multi-channel integrated campaigns and various projects, while maintaining a consistent gamer voice.

Able to integrate my insight and passion for gaming into campaign work, contributing big ideas and concepts to the creative team and clients that would engage with audiences.

Worked on Alienware gaming-specific campaigns and product launches for Dell Gaming and XPS computers and accessories.

Presented work to both Executive Creative Director and clients. Integrated feedback to push work to the next level.

Took part in RFP pitch that determined who won Alienware as a client.

Campaigns and projects worked on include:

- Alienware 25th Anniversary Campaign
- Alienware 15-inch Laptop Comparison Video
- Alienware Defy Boundaries
- Q4 Social Engagement
- Dell 32-inch Gaming Monitors

### COPYWRITER II

Dealer.com (Cox Automotive) | Dec 2018 - Aug 2021

Researched automotive news and information while staying up to date on the latest trends to produce fresh, relevant, and accurate content on a daily basis.

Worked extensively with client-focused internal teams to craft content that speaks with a unique voice to diverse customers.

Comfortable with producing long-form, high-quality content with clean HTML code on strict deadlines.

Edited content from third-party vendors to ensure that it meets the loftiest standard of quality with proper grammar, spelling, formatting, and SEO keyword optimization.

Able to adhere to a diverse array of compliance standards to satisfy all legal requirements.

## PROFESSIONAL SKILLS

Copywriting  
Well-Versed in the Gaming Industry  
Project Management Tools  
Blogging  
PC/Mac  
CMS Systems such as WordPress  
Market research  
Salesforce  
Microsoft Office Suite  
HTML  
Slack

## PERSONAL SKILLS

Client presentations and idea-selling  
Able to work under pressure  
Maintain brand voice  
Reliable and professional  
Organized  
Time management  
Fast learner  
Proactive  
Collaborative nature  
Plays well with others

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## REFERENCES

### SIERRA CALABRESI

Content Strategist & Editor  
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+802 777-0178

### MARK JOSEPH

System Administrator - National  
Association of Manufacturers  
m.joseph19@gmail.com  
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### TATIANA MORRIS

Web Software Engineer - NZXT, Inc.  
tatismorris@gmail.com  
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## ADDITIONAL REFERENCES

### LUCAS STERTZ

Unity/C# Software Engineer III - Atlatl Software  
im.tale@gmail.com  
+1 785 531-2759

### REBECCA ROMAN

Digital Content Specialist - Shook, Hardy & Bacon L.L.P.  
+1 816 803-6095

### ANDREW PALMER MARTINSON

Game Designer - Product Madness  
andrewmartinson486@gmail.com

## EDUCATION

### MASTER OF ARTS, MAJOR IN GAME DEVELOPMENT

Savannah College of Art and Design (SCAD) | 2012 - 2013

### BACHELOR OF ARTS, MAJOR IN DIGITAL MEDIA - INTERNET AND INTERACTIVE SYSTEMS, MINOR IN FILM

University of Central Florida (UCF) | 2005 - 2010

## ADDITIONAL WORK EXPERIENCE

### FREELANCE NIGHTLY NEWS/WEEKEND CORRESPONDENT

GameZone.com (Playwire Media) | June 2015 - Feb 2018

- Breaking and Secondary News Reporting
- Social Posts for Facebook and Twitter
- Editing Content to Publish for Web

### PAID CONTRIBUTOR

AppTrigger.com (Fansided) | 2018

- Breaking and Secondary News Reporting
- Editing Content to Publish for Web
- SEO Optimization
- WordPress

### FEATURED FREELANCE CORRESPONDENT

GameSkinny.com (Launch Media Network) | Oct 2014 - Dec 2015

- Breaking and Secondary News Reporting
- Long-form Editorial Content
- Headline Writing
- Online Content Formatting
- Editing for Spelling and Grammar

### LEAD NARRATIVE WRITER, SOCIAL MEDIA AND PR REP

Volite Games | Oct 2014 - Dec 2015

- Social Posts for Facebook and Twitter
- Script Writing

### LEAD NARRATIVE WRITER, SOCIAL MEDIA AND PR REP

Remarkable Tales | Dec 2013 - Sep 2014

- Social Posts for Facebook and Twitter
- Script Writing

### NIGHT AUDITOR, FRONT DESK AGENT

Holiday Inn UCF | Mar 2011 - Feb 2012

- Data Transcribing
- Customer Service

## INTERNSHIPS

### JOURNALIST TRAINING PROGRAM INTERN

GameSkinny.com (Launch Media Network) | Aug 2015 - Dec 2015

- Breaking and Secondary News Reporting
- Long-form Editorial Content
- Headline Writing
- Online Content Formatting
- Editing for Spelling and Grammar

### DIGITAL ASSET ARCHITECT INTERN

Orange County Library System | Aug 2009 - Dec 2009

- Web Development
- HTML, CSS, XML
- Photoshop

### WEB AND GRAPHIC DESIGN INTERN

Poder Judicial de Costa Rica | May 2009 - Jul 2009

- Web Development
- HTML, CSS
- Photoshop