

Roy G. Miller | Professional Communicator | [LinkedIn](#) | [Email](#) | 817-600-3234

I am an experienced B2B marketing communications expert and writer who contributes to the success of small- and mid-sized companies. I seek a remote full time or fractional position.

=SUMMARY

I am a seasoned B2B marketing communications leader adept at impactful marketing strategies, strategic planning, creative thinking and copywriting.

=EXPERIENCE

Riverbend Consulting (remote), Amazon/ecommerce agency, New Jersey

Executed digital marketing initiatives, including content management, campaigns, social media, blogs, newsletters, sales materials, trade shows and events. Riverbend provides Amazon reinstatement services to sellers.

- Led 5-person marketing team—web management, SEO, social media, blogs, graphic designers
- Launched and produced client newsletter, garnering click-through rates ranging from 3% to 7%
- Created sales-driven digital campaigns, special offers and lead magnets
- Initiated and managed overall corporate branding, SOPs and brand style guide

RGM Communications, Dallas

Founded and led B2B and tech marketing agency for entrepreneurs seeking strategic communications, public relations, social media and copywriting. Clients included Fujitsu, Xerox Corp., Carter Financial Management (finance), Clear Demand (IT/retail) and Review Med (health care), among others.

The TransSynergy Group, Irving

Launched and grew the agency's public relations practice for B2B and non-profit clients and executed all PR and marketing campaigns. This also included lead generation and leading a regional executive sales network.

Michael Burns & Associates Inc./PR, Dallas

Generated new business, including agency's largest account; supervised technology account team and worked additional business and health care accounts. Responsible for strategic planning, media relations, marketing communications, writing and editing, media and analyst tours.

eGrowth Partners (remote), Amazon/ecommerce agency, Dallas

Served hundreds of ecommerce sellers facing suspension of their Amazon product listings and accounts by providing strategic counsel and written appeals to Amazon. Sellers often lose thousands of dollars a day while suspended so they relied on immediacy, clarity, thoroughness and quality writing skills to get them back online.

Additional experience includes a health care group-purchasing organization (VHA Inc.), a tech marketplace (Infomart), security software firm (Micronyx) and The Dallas Morning News.

=EDUCATION

- HubSpot Social Media Certification, 2024
- Bachelor's of Science, Journalism (minors, marketing/political science), Univ. of North Texas