**Roy G. Miller** | **PR Professional & Writer** | [LinkedIn](https://www.linkedin.com/in/roygmiller/) | E-mail | 817-600-3234

I am an experienced public relations (PR) professional seeking fractional or full-time employment.

**=SUMMARY**

Seasoned PR professional and writer adept at media outreach (national, local and industry trade media) and crisis communications. I have core PR and writing skills and have worked with executives, thought leaders and subject-matter experts to provide press releases, bylined articles, blogs, email campaigns, newsletters and more. I’ve successfully placed hundreds of stories and interviews in numerous D2C and B2B industries – tech, consulting, retail, outsourcing, health care, ecommerce and more.

**=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.

* Conducted PR/media relations - national, trade (ecommerce, Amazon, entrepreneur)
* Created engaging and persuasive content across various platforms that supported marketing and communication goals
* Managed corporate marketing programs and branding

**RGM Communications, Dallas**

Founded and led PR 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 launching an 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.

Additional experience in news, bylined and feature writing for The Dallas Morning News and other media.

**=EDUCATION**

* HubSpot Social Media Certification, 2024
* Bachelor’s of Science, Journalism/PR (Marketing/political science minors), Univ. of North Texas