

PAT MILLER

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EXPERIENCE

Design and Production Manager – Ideastream Public Media (2022 – Present)

Communications Specialist – Ideastream Public Media (2017 – 2022)

- Oversees and monitors all uses of the Ideastream brand with internal and external partners
- Develops and implements Ideastream's visual identity and brand guidelines
- Establishes consistency and recognition across all platforms to build brand awareness
- Strategizes marketing and communications plans through creative direction, trends and design
- Designs print and digital marketing materials to increase Ideastream's visibility in the community
- Tracks and reviews performance reports to assess the efficacy of cross-platform promotions
- Evaluates and targets Ideastream's audiences to guide marketing and communications plans
- Creates production schedules to meet tight deadlines of multiple tasks and priorities
- Manages budgets and expenditures on advertising, marketing materials and equipment
- Works closely with vendors for advertising, events, printing and marketing materials
- Provides creative direction and resources to consultants and freelancers
- Builds and updates webpages, email marketing programs and social media accounts
- Contributes to writing, editing and proofreading all print and digital marketing materials
- Produces and orders branded materials for events, membership campaigns and activities
- Trains Ideastream staff and interns to ensure brand standards are upheld

Marketing Coordinator – Beck Center for the Arts (2012 – 2017)

- Writes, proofreads and distributes press releases and media alerts
- Pitches stories and secures media coverage to increase Beck Center's visibility in the community
- Updates, maintains and monitors website and social media accounts to drive engagement
- Builds newsletters and shares performance reports for campaigns
- Develops strategic marketing and communications plans for programs and events
- Establishes and sustains cohesive brand standards
- Designs original print and digital marketing materials to build brand awareness
- Secures playbill advertisers to generate revenue for organization
- Manages relationships and projects with print vendors, advertising partners and interns

Freelance Marketing Consultant and Graphic Designer

2025 – Present: Case Western Reserve University Theater Department • Designing print and digital materials

2015 – 2024: Blank Canvas Theatre • Writing content, designing materials and securing ad buys

2015 – 2021: The Musical Theater Project • Designing materials and managing vendor relationships

EDUCATION

2011: University of Toledo, Toledo, Ohio • BA Video Production and Graphic Design, Magna Cum Laude

SKILLS AND PROGRAMS

Marketing and communications, public relations, graphic design, video editing, multimedia production, social media, Adobe Creative Suite, Microsoft Office, MailChimp, HTML, excellent written and verbal communication