

# Dane D. Miller

CREATIVE DIRECTOR

Dallas, TX

Seasoned and committed team player, big idea guy, jovial leader and born mentor, perfect fit within a collaborative and unconventional environment. Ready to bring “next big thing” thinking and effusive energy to bear on targeting new market engagement and communications goals.

## Experience

Senior Presentation Developer

Plano, TX  
Jan 2016 - Present

### Raising Cane's

Presentologist creating on-screen training and event marketing rich media. Worked alongside talented curriculum developers to craft learning tools built to assure the best trained Crew in the world. Developed personalized presentation tools for Cane's senior leadership as they shared the Raising Cane's mission and goals globally.

---

Sr. Designer, Go To Market Training

Plano, TX  
Nov 2013 - Jan 2016

### Frito Lay North America

Creative developer for state-of-the-art marketing and training tools for Frito Lay North America. Designing multimedia tools associated with expending knowledge of the the FLNA global sales force. Specific task include concept and delivery of multi-message e-mail campaigns, promotional microsites, infographics, video script writing and production, animated graphics for website use, and presentation tools for leader-lead e-learning projects.

---

Founder/Partner/Creative Director

Dallas, TX  
Mar 2001 - Nov 2013

## Azure Marketing Communications

Founded and launched Azure in March, 2001.

- Lead growth of Azure from a solepreneur-driven boutique design shop, to a partnership with 16 employees, over 200 active clients, and \$16+ million in annual billings.
- Delivered distinctive, strategy-based marketing programs for noteworthy client base across a wide variety of industry sectors throughout the U.S. and abroad.
- Sought after adviser for all levels of clients, from Director to C-level executives, driving and developing high impact creative solutions.
- Personally planned, developed, conceptualized and managed all-inclusive marketing solutions including branding programs, collateral, web and e-marketing, events and tradeshow, executive presentation support, mobile marketing tools, video production and more.

---

Marketing Communications Director

Richardson, TX  
Jan 1999 - Mar 2001

## Inet Technologies (now Tektronix Communications)

Engaged as Creative Director, supporting the Marketing Communications Director, Events & Tradeshows Manager, as well as VP of Sales, VP of HR, Director of Investor Relations.

- Responsibilities included management of the global corporate brand for continuity. This was implemented via design management of all external and internal-facing branded marketing messaging including sales collateral, presentation graphics, tradeshow design, corporate website messaging and creative, recruiting promotional tools, and investor audience focused materials.
- Named Employee of the Year in December of 1999.
- Assumed the role of Marketing Communications Director in 2000, managing staff of designers, event planners and PR pros both domestically and in the U.K.
- Assumed planning and control of the company's global marcomm efforts, annual marketing budget, external media placement planning, public relations efforts, as well as selection and interface with all external marketing vendors.

---

Creative Director

Bedford, NH  
May 1995 - Nov 1998

## Communications Management International

Creative Director for New Hampshire-based events marketing firm.

- Conceptualized, designed event-related creative solutions for corporate sales and training events, tradeshow, other experiential marketing assignments staged across the U.S.
- Coordinated with internal marketing/design departments to create seamless event-related solutions within corporate design standards for well known global brands including Compaq, Hewlett Packard, Sun Microsystems, Fidelity Investments, American Express, and the McGraw-Hill Companies.
- Grew the CMI creative department from a event support role, to a highly profitable standalone division.
- Hired and managed staff of three designers.
- Helped close business and win project bids via creation and delivery of RFP solution pitches within the highly competitive corporate events environment.
- Staffed events on location in a wide variety of roles, ranging from onsite presentation graphics asset management support, to run-of-show location logistics manager.

### Education

Bachelors - Graphic Design

Drake University

Des Moines, IA  
Sep 1980 - May 1984

---