



DOMINICK MILLER

- Digital Asset & Marketing Manager -
Creative, data-driven marketing professional with a strong foundation in digital media, graphic design, and content strategy, paired with deep operational and technical experience.



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Address

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POWER STRENGTHS

Strategic Marketing
& Problem Solving



Brand
Communication
& Collaboration



**Operational
Leadership**



Core Skills & Competencies

Brand Communication
& Client Experience

- Clear, people-first communicator who builds trust, drives engagement, and creates consistent brand experiences across digital and in-person touchpoints.

Content, Messaging
& Presentation

- Skilled in crafting and delivering clear messaging through written content, presentations, campaigns, and public-facing communications.

Creative & Cross-Functional
Collaboration

- Effective collaborator aligning creative, marketing, and operations teams to execute projects efficiently and on brand.

REFERENCES

Ken Lanier	303.524.5976
Kevin Coclico	719.561.0887
Sarah Westfall	720.252.8565

EDUCATION HISTORY

Metropolitan State University | Denver, CO

2014 | Digital Media

- Emphasis on communication, visual media, and messaging principles applied to marketing, content development, & audience engagement.

Arapahoe Community College | Littleton, CO

2012 | Associate of Arts

- Developed strong writing, communication, and analytical skills supporting professional growth.

WORK HISTORY

Digital Asset & Marketing Manager

2022 - Current | Strategic Storage Partners

- Lead digital marketing strategy and creative execution for a multi-location self-storage portfolio statewide.
- Plan, launch, and optimize Google Ads campaigns to drive qualified leads & improve conversion performance.
- Manage website content, layout, SEO, and conversion tracking to increase visibility and inbound demand.
- Design branded marketing assets including flyers, signage, referral programs, and promotional templates.
- Implement VOIP call routing, recording, and tracking systems to support attribution and performance analysis.
- Coordinate integrated digital systems and workflows to ensure seamless customer access, brand continuity, and operational stability.
- Develop SOPs, dashboards, and training materials to standardize marketing and operational workflows.
- Collaborate with on-site teams and vendors to align campaigns with occupancy and revenue goals.

Founder & Creative Director

2015 - 2021 | Epic Functions - Event Company

- Built & scaled a successful DJ & event brand, managing marketing, branding, client experience, & bookings.
- Developed promotional materials, online presence, and customer communications, earning consistent 5 star client reviews over 10+ years with over 300+ events.

Marketing, Estimating & Business Development

2018 - 2021 | Smart-Tel Communications

- Supported brand development, marketing materials, estimating for low voltage security/AV/ access control systems, & client outreach for a growing communities.