



## Buzz Miller

**Creative Director | Brand Storyteller | Integrated Marketing Leader**

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### Professional Summary

Award-winning Creative Director with 20+ years of experience leading breakthrough brand experiences across healthcare, CPG, tech, and lifestyle categories. Known for bold, narrative-driven storytelling and the ability to guide multidisciplinary teams from concept through execution across integrated, digital, and omnichannel campaigns. Fluent in both high-level strategy and hands-on creative leadership, with a proven record of delivering measurable brand impact for some of the world's most recognized brands.

### Selected Clients & Brands

Fluent in both high-level strategy and hands-on execution with a deep client roster including:

AAA Club Alliance • AstraZeneca • Bank of America • Comcast • EZ-Pass • Fuji Bicycles • Martin Guitars  
Mylan • PA Parks & Recreation • PECO • Puma • Shire • Sunoco • Verizon • William & Mary • Yards Brewing

### Key Achievements

- Led national brand campaigns for Verizon, Puma, and Bank of America, delivering double-digit engagement and conversion growth.
- Directed and mentored 20+ person creative teams across art, copy, UX, and motion, exceeding KPIs by 30%+.
- Elevated agency-wide creative standards by implementing new storytelling and collaboration processes, resulting in a 3x increase in creative pitches won.
- Partnered closely with strategy and account teams to reshape brand platforms, driving gains in brand perception, ROI, and long-term equity.
- Championed inclusive creative leadership, mentoring next-generation talent—several advancing into Creative Director roles.

### Professional Experience

**PINE, Philadelphia, PA** - Partner / Executive Creative Director - 2019–2025

- Founded and led the creative vision for a boutique agency delivering full-scale branding, campaigns, and integrated storytelling.
- Partnered directly with C-suite clients to develop messaging platforms, visual identities, and multi-channel creative systems.
- Delivered campaigns that increased client market share and brand awareness by up to 40%.
- Built and managed high-performing creative teams and external collaborators while maintaining hands-on involvement in concept development.

**Razorfish Health, Philadelphia, PA** - SVP / Group Creative Director - 2018-2019

- Oversaw major healthcare and pharma brands, leading integrated digital and HCP campaigns.
- Managed cross-functional teams across copy, design, UX, and video; ensured alignment with client objectives and FDA compliance.
- Led creative for campaigns that contributed to >\$100M in client revenue impact.

**Snow Companies, Williamsburg, VA** - SVP / Creative Director - 2017–2018

- Led patient-focused storytelling initiatives centered on authenticity, empathy, and emotional resonance.
- Developed high-impact video, digital, print, and congress assets that increased engagement by 60% across therapeutic areas.



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### **Digitas Health Life Brands, Philadelphia, PA - VP / Creative Director - 2010–2017**

- Drove creative development across multiple pharma brands, including Crestor, Mylan, and Vyvanse.
- Created integrated DTC and HCP campaigns delivering measurable prescription lift and brand affinity gains.
- Led the agency's most successful creative pitch win streak over a three-year period.

### **Earlier Creative Leadership Roles**

Creative Director – 160over90, Philadelphia

Creative Director – Red Tettemer, Philadelphia

Creative Director – Tierney, Philadelphia

Associate Creative Director – QVC Network, Philadelphia

Senior Art Director – Earle Palmer Brown, Philadelphia

Senior Art Director – Ketchum (Philadelphia & San Francisco)

- Delivered award-winning work across consumer, lifestyle, nonprofit, and cultural brands.
- Clients included Puma, Temple University, PA State Lottery, and Martin Guitars.

### **Awards & Recognition**

Adweek's Best of Spots · Communication Arts · D&AD · Lürzer's Archive · PRINT Design Annual

One Show Creative Showcase · National & Local ADDYs (including Best of Show) · Telly Awards

### **Core Capabilities**

Creative Leadership: Concept Development, Art Direction, Brand Platforms, Campaign Systems

Strategy & Collaboration: Brand Positioning, Narrative Development, Pitch Leadership

Channels: Integrated Campaigns, Digital, Social, Film, OOH, Experiential

Tools: Adobe Creative Cloud, Figma, Emerging AI Creative Tools