

Stephanie Miller

Creative Brand Leadership | Campaign Strategy | Agency Direction

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PROFESSIONAL PROFILE

Experienced brand and creative marketing leader with a track record of translating overarching brand strategy into integrated campaigns, cultural moments, and consumer experiences that build awareness and drive genuine connection.

Built a career on being a self-starter who takes full accountability for outcomes — consistently brought in to establish creative frameworks, lead agency ecosystems, and deliver campaigns that require both strategic vision and hands-on execution.

Often the only freelancer brought onto brand teams for specific and high-profile product launches — trusted to lead creative direction, manage agency partners, and deliver at the highest level with minimal ramp-up time.

Genuinely passionate about brands at this exact moment in their journey — the relaunch, the reinvention, where heritage meets what's next. Knows how to hold a legacy brand in its heritage while making it so authentically relevant for today that brand evangelists have a hard time picking it apart.

CREATIVE STRATEGY & BRAND LEADERSHIP

- Led translation of overarching brand strategy and target customer profiles into creative tactics and campaigns across brand channels — ensuring every execution ladder up to the broader brand vision
- Developed and owned creative function strategy, resource planning, and organizational priorities to deliver against business and brand objectives across multiple simultaneous programs
- Built scalable creative frameworks and repeatable processes that enabled teams and agency partners to execute consistently and efficiently across a diverse portfolio of campaigns and activations
- Experienced building consumer brands from the ground up and at inflection points — with a deep understanding of how to earn awareness and cultural relevance through innovative, market-leading campaigns
- Knows how to sell something that doesn't exist yet — experienced producing campaigns and experiences for products still in development, building belief and brand trust before the product is in hand
- Consistently brought in to refine existing creative processes and establish frameworks that teams can execute against confidently — turning ambiguous brand mandates into clear, actionable creative direction

CAMPAIGN DEVELOPMENT & CULTURAL RELEVANCE

- Earned brand awareness and cultural relevance through campaigns that connected authentically with target audiences across entertainment, sports, lifestyle, and community platforms
- Deeply tapped into trends, cultural moments, and community sentiment — with a proven track record of developing creative that resonates in culture, not just in a brief
- Proven ability to scale brand campaigns across PR, social, digital, and experiential — ensuring creative ambitions are translated into aligned, actionable production strategies
- Worked on the Beats by Dre launch starting with a piece of paper and a 60-day promise — an experience that sharpened the ability to build creative belief around a product that didn't yet exist, for Holiday, at Best Buy
- Worked with a core team of creatives to develop a campaign so compelling it was subsequently copied by the brand's largest competitor, who still uses it as their framework today

AGENCY PARTNERSHIP & CREATIVE DIRECTION

- Led and managed complex agency ecosystems — including running weekly creative status calls across 6 simultaneous agency partners and their multiple stakeholders, maintaining alignment, accountability, and creative momentum across all workstreams
- Provided creative thought-partnership, steering, briefs, and recurring feedback to agency partners — ensuring work consistently reflected brand DNA while pushing creative boundaries
- Experienced evaluating agency pitches, creative concepts, budgets, and SOWs with a critical eye — identifying opportunities to optimize spend and elevate output simultaneously
- Views the agency ecosystem as a powerful extension of the brand team — knows how to get the best work out of agency partners by building trust, setting clear expectations, and maintaining consistent creative standards
- Experienced managing agency relationships across integrated campaigns spanning experiential, digital, social, PR, content, and paid media

BRAND STEWARDSHIP & STORYTELLING

- Partnered with brand and communications teams to ensure a consistent creative approach across all channels — from brand guidelines through in-market execution
- Experienced translating brand guidelines into actionable creative systems that gave teams and partners the clarity to execute on-brand independently
- Knows how to hold a legacy brand in its heritage while making it genuinely relevant for today's audience — balancing reverence for what the brand has been with boldness about what it can become
- Developed guidelines and governance frameworks that reinforced brand integrity while enabling creative, culturally relevant work across a diverse partner ecosystem
- Knows how to balance decisions being made as a genuine brand fan versus what is actually best for the brand — a distinction that consistently elevates the quality of every creative output

CROSS-FUNCTIONAL COLLABORATION

- Worked shoulder-to-shoulder with brand execution, marketing, communications, digital, social, and PR teams to ensure consistent creative approach across all touchpoints
- Served as a central creative partner across functions — translating brand and franchise priorities into actionable guidance for internal teams and external partners alike
- Equally comfortable in C-suite strategy sessions and in the creative room — experienced influencing Director- and VP-level stakeholders while also rolling up sleeves to get work done
- Experienced working within fast-paced, matrixed, high-growth organizations where collaboration across multiple departments is essential to creative success

EDUCATION & RECOGNITION

University of Minnesota – Twin Cities

Pillar Award – Best Buy | Exceptional client service & brand alignment

Speed Is Life Award – Target | Excellence in fast-turnaround, high-pressure campaign delivery

Board of Directors, MNFilmTV (Past President/Co-Chair)