

# BRITTANY A MILLER

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## WORK EXPERIENCE

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### GRADIENT Experiential, formerly WCMG

New York City, NY

#### Account Coordinator and Producer

September '16 – Present

- Account Management: Ideating and executing experiential program, including daily communications and reporting, creative briefing, creating decks, and digital and production oversight on behalf of the client.
- Strategic Planning: Developing strategies that keeps the brand's DNA while driving the creativity, managing the P&L and the budget (500k+), and understanding local markets
- Project Management: Leading events with efficiency and toward successful attainment of client goals from creative to production
- Event Production: Managing all aspects to bringing an idea to real life; sourcing, booking, coordinating and executing from the venue, F&B, AV, staging, vendors, client activation, staging, hospitality, SOW, event flow and ROS
- Clients: *Beam Suntory, Variety, Free Arts NYC*

### The Horticultural Society of New York

New York City, NY

#### Special Events Manager

August '15 – August '16

- Developed strategic plan to reach fundraising, membership and development goals, with Executive Directors and Board Chairmen
- Planned and executed annual Spring Gala and Fall Luncheon with 300+ attendees and \$250K+ budgets
- Assisted Membership and Program Associate, to plan and execute membership cultivation events
- Created sponsorship materials and recruit corporate sponsors and related partnerships to increase revenue
- Liaised with vendors on event-related matters
- Managed the design, copy and production deadlines for all event collateral including invitations, program signage, etc.
- Secured in-kind donations
- Partnered with senior staff, Board Chairs and committees to engage major donors and identify potential Board members
- Managed budgets, prepare check requests and invoices
- Collected and maintained membership information using Raiser's Edge platform

### Cannonball Productions

New York City, NY

#### Events & Marketing Associate Manager

April '14 – April '15

- Assisted in production of nationwide series of sold-out Bacon and Beer Classics at major league baseball stadiums
- Designed and updating ticketing platforms
- Shaped digital strategy for website development and experience
- Oversaw all aspects of merchandise online and at events
- Solicited strategic partnerships and paid sponsors for all events
- Booked and managing vendors before, during and after events

### Dispatch NY

New York City, NY

#### Event Coordinator

June '13 – October '14

- Organized daily food truck lot schedules and manage food truck substitutions
- Created production documents for clients and vendors for each event
- Liaised with venues and event clients
- Managed and developed relationships with vendors and coordinated logistics for their participation in the events

### Aigner/Prensky Marketing Group

Boston, MA

#### Event Manager & Graphic Designer

January – May '13

- Managed social media outlets, website, and Eventbrite ticketing pages for Food Truck Festivals of New England, LLC
- Oversaw communication and permitting with all vendors
- Supervised volunteers at events
- Designed all promotional and event materials for clients

## EDUCATION

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### Northeastern University - Boston, MA

January '13 Graduate

BFA in Graphic Design // Minor in Business Administration

## SOFTWARE KNOWLEDGE

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Adobe Creative Suite, Microsoft Office, HTML  
Wordpress, Raiser's Edge

## INTERESTS

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New York Football Giants, Netflix Documentaries,  
Green Smoothies, Spotify Playlist Curation, Personal Health & Wellness