

# ERICA COLVIN MILLER

DIRECTOR OF PRODUCT MARKETING | AI-DRIVEN MARKETING LEADER

## CONTACT

- 📞 435.799.7382
- ✉ ericacolvinmiller@gmail.com
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## SKILLS

- Product Marketing
- GTM & Launch Strategy
- Messaging Architecture
- Sales & CS Enablement
- Competitive Positioning
- Demo Narratives
- Content Strategy
- SEO & Web Architecture
- Full-Funnel Campaigns
- ABM & Customer Journeys
- Cross-Functional Leadership
- Persona Development
- Thought Leadership

## PLATFORMS

- Claude
- Jasper AI
- Open AI
- HubSpot
- Pendo
- Storylane
- Asana
- Slack
- Canva
- WordPress
- Google Workspace
- Microsoft 365
- Lucky Orange
- OpusClip
- Cinch AI



## PROFESSIONAL SUMMARY

Award-winning content and product marketing leader with 15+ years spanning SaaS, consumer goods, and consulting. Expert in building PMM functions from the ground up—translating complex product capabilities into narratives that align GTM teams, accelerate adoption, and drive measurable growth. Pragmatic-certified and AI-fluent.



## WORK EXPERIENCE

### Cinch (CDXP) | Draper, Utah

FEB. 2024 - PRESENT

Director of Product Marketing

- Lead Cinch's **formal product marketing function**, the connective tissue between Product, Marketing, Sales, and CS. I ensure every launch lands with clarity and measurable impact.
- Own unified CDXP messaging architecture and **GTM launch framework** with tiered release process (Major / Feature / Enhancement), standardized timelines, and cross-team readiness.
- Produce the full sales and CS **enablement library**: product sheets, feature one-pagers, competitive comparisons, objection-handling guides, launch FAQs, and pitch decks.
- Drive **product-led communication** via Pendo (in-platform messaging) and a recurring customer product newsletter so customers always understand what's launching, why it matters, and how to use it.
- Own Storylane self-guided **demo narratives** and live demo scripts; developing industry-specific flows for Sales and partner channels.
- Partner with Product on **PLG strategy**: in-product guidance, self-serve onboarding content, audience-specific communication paths, and upgrade messaging as Cinch evolves toward product-led growth.
- Oversee The Loyalty Lab as Cinch's **thought leadership and education hub**; manage content governance in Masset as single source of truth for all product narratives and launch docs.

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## WORK EXPERIENCE

### Cinch (CDXP) | Draper, Utah

FEB. 2024 - PRESENT

#### Senior Content Strategist

- Architected and led Cinch's **AI-first content strategy**—training Jasper AI to scale brand voice and persona-driven storytelling—reducing production time by 60% and enabling rapid full-funnel campaign deployment.
- Directed the **full rebrand and website launch** for Cinch.io, establishing messaging hierarchy, narrative architecture, and SEO optimization that positioned Cinch as the category-defining Customer Data Experience Platform (CDXP).
- Conceived, wrote, and produced Cinch's **video podcast Back for More**, a flagship series showcasing customer retention stories and marketing strategy.
- Created and directed **The Loyalty Lab** (content.cinch.ai), a multimedia content hub dedicated to customer loyalty and personalization.
- **Managed social media presence** across LinkedIn, Instagram, and Facebook with consistent, high-engagement posting that elevated brand visibility and lead engagement.
- Led **trade show and ABM content storytelling**, unifying product messaging and creative across campaigns and event activations.
- Produced **case studies, lead magnets, nurture campaigns, and blogs** supporting full-funnel customer journeys.
- Partnered with executive, product, and marketing teams to position Cinch as a category-defining Customer Data Experience Platform (CDXP).
- Maintained brand consistency, editorial direction, and cross-channel messaging alignment.

### Mambo Media | Remote

NOV. 2022 - AUG. 2023

#### Senior Content Manager & Strategist

- Developed messaging architectures, journey frameworks, and **omnichannel content strategies** for education and tech clients.
- Directed multi-channel content campaigns across web, blog, email, video, and digital advertising.

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## WORK EXPERIENCE

- Facilitated client workshops and **strategy sessions** to align creative and business objectives.
- Oversaw **editorial calendars**, production matrices, and style guides to ensure consistency and quality.
- Managed quality assurance and **content review process** for cross-functional teams.

### Ember | Lehi, Utah

MAR. 2022 - JUL. 2022

#### Senior Manager of Content Strategy

- Designed **brand and buyer personas** to drive targeted marketing campaigns.
- Developed editorial calendars, **nurture flows**, and web content for luxury real estate and lifestyle verticals.
- Hired and managed a **social media manager** to execute content and establish consistent storytelling.
- Directed **web, digital ad, social, and email** campaign messaging.

### Malouf Companies | Logan, Utah

FEB. 2017 - MAR. 2022

#### Head of Copy & Messaging Strategy

- Directed messaging strategy for a **\$750M+ omnichannel portfolio** of 55+ B2B, B2C, and nonprofit brands, delivering cohesive storytelling that supported multi-million-dollar sales growth.
- Built and mentored a **team of nine writers and editors**, implementing systems that scaled creative production across 10+ product categories.
- Partnered with executive stakeholders to **define positioning**, campaign narratives, and GTM messaging for major product launches and partnerships.
- Earned 2019 **SAMY Award** for innovative marketing leadership.

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## WORK EXPERIENCE

**iFit | Logan, Utah** MAR. 2013 - DEC. 2015  
Senior Copywriter

- Wrote **marketing and brand copy** for national fitness brands including ProForm, Gold's Gym, and FreeMotion.
- Developed **product messaging**, packaging, and digital campaigns that supported brand launches and sales growth.

**Kismet Strategy | Remote** JUL. 2007 - PRESENT  
Principal Strategist & Copywriter

- Provide **brand strategy**, messaging development, and copywriting for clients across technology, lifestyle, hospitality, wellness, and consumer goods industries.
- Deliver audience insights, **tone frameworks**, and content roadmaps tailored to client growth goals; often executing on the strategy.

## AWARDS & LEADERSHIP

- **SAMY Award (Sales & Marketing of the Year)** - Utah Business, 2019
- **Founder, Women of Malouf Organization** - Leadership & Professional Development Initiative

## EDUCATION & CERTIFICATIONS

**Pragmatic Foundations Certification** MAY 2026

Pragmatic Institute

**Bachelor of Science in English, Professional Writing** AUG. 2004 - DEC. 2009

Brigham Young University-Idaho