

ERICA COLVIN MILLER

SENIOR AI CONTENT STRATEGIST | AI-DRIVEN MARKETING LEADER

CONTACT

- 📞 435.799.7382
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- 📍 Salt Lake City, Utah
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SKILLS

- Content Strategy
- Brand Messaging & Voice Development
- Thought Leadership & Ghostwriting
- AI-Driven Content Creation
- Full-Funnel Campaigns
- SEO & Web Architecture
- Creative Leadership
- Cross-Functional Collaboration
- ABM & Customer Journeys
- Public Relations & Media Strategy
- Podcast & Video Production
- Event & Trade Show Marketing
- Editorial Planning
- Persona Development

TECH & TOOLS

- Jasper AI
- HubSpot
- WordPress
- Wix & Squarespace
- Canva
- Storylane
- Asana
- Slack
- Google Workspace
- Microsoft 365
- Open AI
- Lucky Orange
- Cinch
- OpusClip

PROFESSIONAL SUMMARY

Award-winning content strategist and brand storyteller with 15+ years of experience spanning consumer goods, SaaS, and creative consulting. Expert in developing multi-channel content ecosystems that unify brand voice, drive loyalty, and accelerate growth. Combines high-level strategy with hands-on execution across writing, design, AI, and campaign development. Known for building teams, mentoring creatives, and delivering standout work for brands of every scale—from startups to enterprise.

WORK EXPERIENCE

Cinch | Draper, UT FEB. 2024 - PRESENT

Senior AI Content Strategist

SaaS | Customer Data Experience Platform (CDXP)

- Architected and led Cinch's end-to-end messaging and content engine supporting an 18-month B2B SaaS buyer journey, driving record inbound demand and pipeline growth.
 - Messaging and content strategy contributed to hundreds of quarterly inbound demo requests (Q4 of 2025 seeing a 418% increase), with inbound emerging as the highest-converting marketing channel (48% Sales Qualified).
- Owned core positioning, personas, and brand voice across all demand channels, ensuring consistency from first touch through late-stage sales conversations.
 - Developed ICP-specific personas and narrative frameworks; trained Jasper AI on approved voice, messaging, and use cases to scale high-quality content production without sacrificing brand integrity.
- Strategized, wrote, and launched Cinch's 100+ page website, serving as the central conversion and education hub for all demand programs.
 - Defined information architecture, SEO strategy, and messaging hierarchy; partnered on onsite conversion initiatives that more than doubled website conversion rate (1.23% → 2.55%), improving the effectiveness of paid and organic traffic.

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WORK EXPERIENCE

Cinch, Continued

- Conceived and produced The Loyalty Lab, Cinch's flagship multimedia content hub, aligning thought leadership with demand generation and sales enablement.
 - Created blogs, case studies, webinars, podcasts, and lead magnets that fueled inbound growth, ABM campaigns, and post-event follow-up across priority industries.
- Created and produced *Back for More*, Cinch's on-demand video podcast, translating complex product and data concepts into accessible executive-level narratives.
 - Extended episodes into sales-facing workbooks, nurture content, and rep enablement assets, supporting mid- and late-funnel momentum.
- Led messaging strategy for paid and ABM campaigns, partnering closely with demand and performance teams on execution.
 - Authored vertical- and feature-first ad copy, landing page narratives, and campaign themes that supported an 87% reduction in CPL (\$1,790 → \$230) and helped reposition paid media as a scalable growth channel.
- Developed feature-first and industry-specific positioning frameworks to support campaign testing and GTM decisions.
 - Messaging insights from single-feature campaigns helped surface new feature launches, informing future roadmap emphasis and GTM prioritization.
- Owned social, video, event, and trade show messaging, ensuring a cohesive narrative across brand, demand, and sales motions.
 - Content and storytelling supported 206 event-driven deals and \$883K+ in Q4 pipeline, reinforcing content-led event amplification as a primary growth lever.
- Served as the connective tissue between executive leadership, product, sales, customer success, and data teams, while managing external video and animation partners.
 - Unified storytelling across website, campaigns, events, and sales conversations—enabling faster pivots toward top-performing industries and features.

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WORK EXPERIENCE

Mambo Media | Remote / Portland, OR NOV. 2022 - AUG. 2023
Senior Content Manager & Strategist
Boutique Strategy Agency

- Served as lead strategist and presenter for client brand and messaging workshops.
- Developed persona frameworks, messaging matrices, and customer-journey maps—notably for Syracuse University.
- Produced multi-channel content for web, blog, social, email, and video campaigns.
- Authored style guides and strategy decks presented to senior marketing stakeholders.
- Aligned content strategy with creative, design, and performance goals.

Ember | Lehi, UT MAR. 2022 - JUL. 2022
Senior Manager of Content Strategy
Luxury Vacation Real Estate Startup

- Owned editorial calendar, messaging strategy, and buyer personas for a premium co-ownership platform.
- Produced web, social, email, and ad copy to drive awareness and sales.
- Managed a social-media manager and supported the sales team with enablement collateral.
- Designed customer-journey frameworks to improve conversion rates.

Malouf Companies | Logan, UT FEB. 2017 - MAR. 2022
Head of Copy & Messaging Strategy
Home Goods and Lifestyle Brands

- Built and led a nine-person in-house writing team serving 55+ brands across B2B, B2C, and nonprofit divisions.
- Member of the Creative Co-Op leadership team, collaborating with heads of design, video, 3D, merchandising, and photography.
- Directed brand architecture, storytelling, and campaign strategy across packaging, retail, and digital.
- Led public relations and corporate reputation via award submissions, media relations, community events, and more.

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WORK EXPERIENCE

- Winner of Utah Business's SAMY Award (2019) – Best PR Launch for the OnWatch™ campaign.
- Founded and managed "Women of Malouf" (2017–2020), an internal women's organization fostering mentorship, community, and career growth.
- Collaborated on the Downeast rebrand (2020), a 40 retail-location acquisition across the Intermountain West.
- Supported company growth from \$150M → \$750M through unified messaging and creative strategy.

iFit | Logan, UT

MAR. 2013 - DEC. 2015

Senior Copywriter

Fitness Tech & Connected Equipment Brands

- Reported to the Creative Director and collaborated with brand and product teams on launches.
- Managed creative execution for five fitness brands (ProForm, FreeMotion, Weider, Weslo, Gold's Gym), spanning digital campaigns, packaging, and e-commerce listings.
- Drove cohesive brand storytelling across marketing, product, and retail initiatives.

Kismet Strategy | Draper, UT

FEB. 2017 - MAR. 2022

Founder & Principal Consultant

Independent Content & Brand Consultancy

- Provide strategy, brand identity, and content development services for clients across SaaS, healthcare, fitness, hospitality, construction, coaching, and higher education.
- Act as a one-stop marketing partner for small and mid-size businesses –developing editorial calendars, executing website builds, and managing creative production from concept to completion.
- Experienced in Wix, Squarespace, Canva, and WordPress, delivering both copy and design deliverables.
- Clients include international SaaS brands, local U.S. businesses, and universities.
- Expanded offerings into the wedding and events industry, providing branding and storytelling consultation for creative entrepreneurs.

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EDUCATION

**Bachelor of Arts in English,
Professional Writing**
Brigham Young University-Idaho

AUG. 2004 - DEC. 2009

AWARDS & RECOGNITION

- Utah Business SAMY Award (Sales & Marketing of the Year) - 2019
- Founder, Women of Malouf Organization - Leadership & Professional Development Initiative - 2017 - 2020
- Published Ghostwriter, *Street Fight Magazine* - Monthly articles under CEO byline

SELECTED PORTFOLIO PROJECTS

- **The Loyalty Lab:** Concept and content launch of Cinch's multimedia education hub.
- **Back for More Podcast:** Creator and producer of Cinch's on-demand video podcast.
- **DownEast Rebrand:** Retail rebrand rollout for 40 locations and e-commerce channels.
- **Syracuse University Brand Strategy:** Personas, messaging, and journey frameworks.

Portfolio available at www.ericacolvinmiller.com