

Erik R. Miller - <https://www.linkedin.com/in/erikrm/>

New York, NY | 646.935.9175 | erikrmiller@gmail.com

EXECUTIVE SUMMARY

Dynamic marketing leader with over 12 years of global experience delivering growth, digital transformation, and operational excellence across Financial Services, Telecom, Retail, and Travel industries. Skilled in leveraging AI, marketing automation, and data-driven strategies to achieve measurable ROI, enhance market positioning, and optimize team performance.

Proven success in leading cross-functional teams across Brand, PR, Demand Generation, and Content, driving product launches, RFP wins, and revenue growth. Recognized for fostering collaboration, aligning stakeholders, and executing scalable go-to-market strategies.

Passionate about driving organizational alignment, I specialize in developing core brand messaging, enhancing talent acquisition, and building high-performing global teams.

PROFESSIONAL EXPERIENCE

eClerx – New York, NY

Vice President, Corporate Marketing & Strategy

May 2021 – Present (3 yrs 8 mos)

Led transformative global marketing strategies to enhance brand visibility, streamline operations, and drive revenue growth. Directed cross-functional teams in NYC, London, Singapore, Mumbai, and more, focusing on brand, PR, demand generation, social media, and content. Oversaw marketing budgets and spearheaded initiatives to optimize technology integration, expand market reach, and elevate employer branding.

Key Achievements:

- **Growth & Engagement:** Boosted RFP win rates by 74%, acquired eight new logos, and expanded our footprint across 22 existing accounts.
- **Digital Transformation:** Spearheaded the redesign of the corporate website, increasing non-India traffic by 6,500%, from 30,000 to 2 million visits.
- **Social Media Strategy:** Grew social media following by 1,550%, from 21,004 to 347,285.
- **Team Leadership:** I oversee teams across NYC, London, Singapore, Mumbai, Pune, and satellite locations in Chicago and Houston.
- **Technology Integration:** Led the transition to HubSpot, optimizing marketing automation and leveraging AI tools for data-driven content creation.
- **Global Employer Branding:** Led employer branding initiatives that supported talent acquisition and facility launches. (Fayetteville NC, Singapore, Bangkok Thailand, Milan Italy, London UK)
- **Company Growth:** Contributed to the company's expansion from 8K employees with \$220MM in revenue to over 18K employees with revenues exceeding \$350MM.
- **Marketing Budget Optimization:** Managed a seven-figure marketing budget, optimizing channel spending and increasing ROI by 35%.
- **Award Recognition:** Supported and won 48 company awards for exceptional projects, innovative products, and employer achievements, showcasing consistent excellence and leadership.
- **Go-to-Market Strategies:** Spearheaded go-to-market strategies for RPA, KYC, Business Intelligence, and AI solutions, driving business growth and strengthening market positioning.
- **Product Launches:** Led the product launches for eClerx solutions: Market360, Roboworx, Compliance Manager, and GenAI360, enhancing market visibility and driving customer adoption.

- **Multichannel Marketing:** Launched a podcast and multiple industry-segmented newsletters, driving brand penetration in the US market by 25% and enhancing audience engagement across diverse channels.
- **Sales Enablement & Training:** Led internal sales enablement initiatives, including presentations of new marketing materials, market statistics, sales battle cards, and coaching on ABM (Account-Based Marketing) and Direct Sales Outreach, enhancing team alignment and driving sales performance.
- **Senior Stakeholder Workshops:** Facilitated workshops with senior leadership and company founders to develop core company values and refine brand messaging, ensuring alignment across the organization and strengthening the company's market position.

Marketing & Strategy Lead, Corporate Shared Services

eClerx – New York, NY

Apr 2019 – May 2021 (2 yrs 2 mos)

Led the transformation of global marketing operations for eClerx's Corporate Shared Services. Focused on sales process improvement, high-impact presales teams, and strategic marketing tools to enhance lead generation and market outreach.

Key Achievements:

- **Sales Enablement:** Built and led a presales team to support RFI/RFP processes, improving win rates.
- **Marketing Tools:** Implemented and launched Salesforce-integrated tools like LinkedIn Sales Navigator, Outreach.io, and ZoomInfo to streamline sales and lead generation efforts.
- **Brand Governance:** Enhanced marketing operations with streamlined processes, improving lead generation and brand visibility.
- **Intranet Launch:** Spearheaded the launch of an onshore intranet using Simpplr, fostering better communication, collaboration, and knowledge sharing across teams.
- **Salesforce CRM Leadership:** Assumed ownership of the company's Salesforce CRM practice, building a comprehensive data cleanup and governance program to optimize its use and improve reporting accuracy.

[Acting] Marketing & Strategy Lead, Corporate Shared Services

eClerx – New York, NY

Dec 2018 – Mar 2019 (4 mos)

Digital Media, Creative & Optimization, Production Senior Manager

eClerx – New York, NY

Apr 2017 – Dec 2018 (1 yr 9 mos)

Web & Social Marketing Manager

eClerx – New York, NY

Mar 2016 – Apr 2017 (1 yr 2 mos)

EDUCATION

Master of Business Administration (MBA) – Digital Marketing

Middlesex University, London, UK (*Graduated 4th in Class, 2013*)

Bachelor of Science – Hospitality Management

Morgan State University College, Baltimore, Maryland, US (*May 2010*)

CERTIFICATIONS & TRAINING

- **Project Management Professional (PMP) Certification Training Course** – 2024
- **How to Think Like a Consultant** – Florida International University, 2023
- **Low-Code Process Automation** – University of Toronto, Rotman School of Business, 2023
- **RPA & Intelligent Automation** – University of Toronto, Rotman School of Business, 2022
- **Data Visualization & Storytelling** – University of Miami, 2021

SKILLS & EXPERTISE

- **Marketing Strategy & Leadership**
- **Brand & Demand Generation**
- **Cross-functional Team Leadership**
- **Digital Marketing (SEO, SEM, Social Media)**
- **Events**
- **AI Tools & Marketing Automation**
- **Sales Enablement & Pre-Sales Strategies**
- **Content Development & Creative Strategy**
- **Leadership Development & Team Mentoring**
- **Employer Branding & Talent Acquisition**
- **Web & Social Media Analytics**

TOOLS & TECHNOLOGY

Marketing Automation: HubSpot / Eloqua
SEO: SEMrush / StreamingFrog / Moz / Ahrefs
Google: Analytics, Search Console, Trends, Adwords
Social Media: Hootsuite / Sprout Social
CRM: Salesforce
Prospecting: LinkedIn Sales Navigator / Seamless.ai / Zoominfo / Orbitshift.ai
Sales Engagement: Outreach.io
RFP: Loopio
Intranet: Simpplr / Workvivo

Project Management: Asana / Basecamp / MS Teams

Collaboration & Design: Miro / Figma

Cloud Storage & File Sharing: Box / Dropbox

Expense Management: Concur

Creative & Design: Adobe Suite / Canva / Powtoon / PlayPlay

Content Presentation: Flippingbook

Video Conferencing & Streaming: Zoom / Restream

AI: Chatgpt, Claude.ai, Assembly.ai, Copilot, Synthesia.io, Magichour.ai, Maneken.app, Jasper.ai,

Erik R. Miller

646-935-9175

erikmiller@gmail.com

Visit my LinkedIn to view my full profile and recommendations.

<https://www.linkedin.com/in/erikrm/>