

# Gary Alan Miller

<http://www.garyalanmiller.info>

[garyalanmiller@gmail.com](mailto:garyalanmiller@gmail.com)

---

## Experience

---

### **University of North Carolina at Chapel Hill**, Chapel Hill, North Carolina

University Career Services

*Assistant Director for Social Media and Innovation; Assistant Director for Business Internships (November 2008 – Present)*

- Steward UCS department efforts to align with broader UNC innovation initiatives.
- Produce SMART Conference (social media and related tools) with associated student organizations.
- Support and enable UCS Career Peers program, including marketing and outreach, service delivery and leadership.
- Build and manage H4, UNC's first student coworking space for student entrepreneurs and organizations.
- Spearhead dynamic portions of UCS website (blogs, feature stories) and lead creation of new site sections.
- Strategize and carry out UCS use of social media outlets, including social networks, microblogs, location-based services, photo-sharing services and more (Twitter, Facebook, YouTube, FourSquare, Yelp, InstaGram, TinyVox).
- Lead development of new technological initiatives UCS Mobile and UCS Live.
- Create and deliver workshops on and provide one-on-one counseling sessions on career development topics.
- Develop and maintain new and ongoing employer relationships.
- Monitor website analytics and make site adjustments based on resulting intelligence.
- Represent office on the Student Affairs Marketing and Communication Committee and Student Affairs Leadership and Engagement Theme Team

### **Entertainment Micro-Entrepreneur**, Seattle, Washington/Durham, North Carolina

*Creator/Blogger/Event Promoter (2005 – Present)*

#### ***The Red Planets* (2009-2011)**

- Wrote, recorded, produced and marketed a 12-song compact disc.
- Signed a publishing contract with Pravda Music Licensing (Chicago) for use in television/film.

#### ***Balboafest* (2005-2007)**

- Created annual educational dance event that attracted international attendance (US, Canada, Japan, Australia).
- Strategized, implemented and managed event operations and logistics.
- Hired and collaborated with teaching staff to develop and carry out curriculum

#### ***Seattle Powerpop* (2006-2008)**

- Founded this hyperlocal music blog and grew readership to 20,000
- Organized and promoted 10 concerts in relation to the content of the blog

### **University of Washington**, Seattle, Washington

Foster School of Business, Undergraduate Programs Office

*Assistant Director/Senior Academic Counselor (2004 – 2008)*

- Provided academic, admissions and career counseling to enrolled and prospective students.
- Managed publication committee and provide guidance and support in development of web content.
- Created undergraduate experience blog to document student life for prospective applicants.
- Developed and delivered internship and admissions workshops to on- and off-campus constituents.
- Evaluated applications to and made admissions decisions for the Undergraduate Business Program.
- Managed internship program, creating new programming, a certificate of completion, and an overhauled web site.
- Established and maintained relationships with company representatives for internship partnerships.
- Managed curriculum forecasting, balancing student needs with department resources.
- Led or served on UW Internship Coalition, Career Discovery Week, Graduation Committee, Publications Committee

### **Georgia State University**, Atlanta, Georgia

Robinson College of Business, Office of Academic Assistance

*Acting Director / Senior Academic Counselor / Academic Counselor (1999 – 2004)*

- As part of new management team, created office to serve the academic needs of 5500 undergraduate students.
- Hired, trained, supervised, and evaluated nine-person staff.
- Provided academic, admissions and career counseling to graduate and undergraduate business students.
- Recruited graduate and undergraduate students through presentations, recruiting meetings, and distance advising.
- Managed international orientation program and participation in undergraduate orientation.
- Reviewed applications and made admissions decisions for MBA and Specialized Master's programs.
- Coordinated and maintained business advisement functions in OASIS and Banner student databases.

**University of North Carolina at Chapel Hill**, Chapel Hill, North Carolina

School of Medicine

*Assistant Registrar (1997 – 1999)*

- Managed all activities related to course registration, grade processing and reporting, transcript production, and EFT roster management.
- Designed and maintained the first-ever School of Medicine grades reporting web site.
- Supervised two staff members, including recruiting, hiring, training, and evaluation.
- Contributed to staff and office development via technology training and serving as member of the Database Needs and Use Committee.
- Managed First Year Orientation, School of Medicine Hooding Ceremony, and White Coat Ceremony.
- Coordinated activities related to Alpha Omega Alpha honor society, including reporting and web site creation.

**University of North Carolina at Chapel Hill**, Chapel Hill, North Carolina

Department of Physics and Astronomy

*Academic Affairs Coordinator (1994 – 1996)*

- Managed and carried out student registration and drop/add procedures.
- Maintained academic records, class rolls, and grade reports.
- Designed and produced department newsletter and graduate program recruitment brochure.
- Coordinated undergraduate tutoring program.
- Managed listserv for posting graduate student research and job opportunities.

---

## Education

---

**Georgia State University**, Atlanta, Georgia, May 2003

- Master of Science in Social Foundations of Education, marketing in higher education focus

**Middle Tennessee State University**, Murfreesboro, Tennessee, December 1993

- Bachelor of Science in Mass Communications, public relations focus/minors in marketing and sociology

---

## Recent Professional Activities

---

- 2012, Triangle Interactive Marketing Association (TIMA), Director of Membership Acquisition and Retention
- 2011-2012, National Association of Colleges and Employers, monthly *Talk Tech* article contribution
- May 2011, Career Counselor Technology Gathering, founder and chief organizer
- 2011-2012, NC Association of Colleges and Employers (NCACE), Conference co-chair
- 2011-2012, NC Career Development Association (NCCDA), Best Practices Grant chair
- 2010-2011, NCACE, Conference committee programs co-chair
- 2010-2011, NCCDA, Membership committee co-chair
- April 2011, Career Counselor Technology Forum webinar: *Creative Strategies for Using Facebook*
- November 2010, NCCDA conference session: *What is Your Story?*
- May 2010, Career Counselor Technology Forum webinar: *Career Center Use of Twitter*
- May 2010, NCACE conference session: *The Power of Storytelling*
- March 2010, Career Counselor Technology Forum webinar: *Upgrading Career Center Websites*
- February 2010, NCCA conference session: *Shouting from the Digital Rooftops: I am a career counselor because...*
- November 2009, NCCDA conference keynote: *Personal Branding and Social Media*

---

## Computer Literacy

---

Experience with a variety of web, content management and design tools, including Dreamweaver, Drupal, Joomla, html, Photoshop, Illustrator and more. Advanced user of social media tools, including blogging (Wordpress, Tumblr, Blogger), micro-blogging (Twitter), social networking (Facebook, LinkedIn), video networks (YouTube, Vimeo) and more. Advanced user of MS Office products; Knowledge of student database and degree audit systems.