

Brandon Miller

Former Professional Soccer Player and Current Business Strategist
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PROFESSIONAL SUMMARY

Goal-oriented, driven, and purposeful retired professional soccer player with over ten years of experience. Determined marketer skilled at connecting organizations through community engagement, brand development, and strategic partnerships. Able to lead and collaborate through competing priorities and build connections across individuals, businesses, and organizations.

SKILLS

Communication; Project Management; Problem Solving; Brand Marketing; Budget Forecasting; Consumer Engagement; Brand Management; Marketing Analytics; Product Marketing; Partnership Development; Google Analytics; Google Data Studio.

EXPERIENCE

Nomad Integrated Media — Marketing Specialist

Leading a digital marketing company focused on creating value for companies through holistic marketing solutions.

- Developing an overall integrated marketing strategy across various media channels for numerous clients in a variety of retail and non-profit industries.
- Managing, scheduling, and creating content for small businesses to use across social media channels including TikTok, Instagram, and Facebook.
 - Utilizing content calendars to map out monthly posting for multiple clients.
- Analyzing data, reporting on trends, and implementing solutions based on key insights and metrics.
- Organizing financial reports, building budgets, and generating invoices.
 - Handling general administrative business activities, both in-house and as a consultant.

Prime Focus Goalkeeping — Operating Manager

Building a niche soccer brand dedicated to bringing professional quality equipment, apparel, and services to players at every level.

- Creating and executing marketing strategy, establishing market positioning, and growing partnerships.
 - Collaborating with youth organizations, brands, and soccer players to increase brand awareness.
 - Managing digital marketing across email campaigns, UX design, web analytics, social media, and Amazon.
 - Organizing sponsorship activations to broaden brand reach and visibility.
- Developing, launching, and distributing goalkeeping products through various e-commerce channels.
- Establishing a youth training program, managing a coaching staff, and building development curriculums.
 - Crafting all goalkeeper training session plans and organizing camp structure, marketing and scheduling.

Soccer Without Borders — Project Manager

Executed lead generation to increase brand & project awareness, drive registration, and develop key partners.

- Managed all outreach and marketing efforts for a new international DEI initiative.
 - Designed, scheduled, executed all email campaigns to optimize communication regarding the program.
 - Provided insight for the creation of a duplicable DEI program framework.
 - Lead in-person and virtual event planning for over 35 youth soccer coaches.
 - Facilitated on-site program execution including facility set-up, educational training, and participant management.

United Soccer League — Professional Soccer Player

Driving soccer culture on and off the field to create opportunities for the next generation of players.

Goalkeeper | Charlotte Independence | Harrisburg City Islanders | Orange County Blues | Rochester Rhinos

- Directing defensive strategy and tactics across the team as starting goalkeeper.
 - Executing pre-match and post-game analysis geared towards individual and group improvement.
 - Facilitating relations between players and the front office to drive community engagement and brand awareness.
 - Managing partnerships across nonprofits, schools, and businesses within the Charlotte-regional market.
 - Organizing content creation, social media strategy, and tone of voice to elevate brand positioning.
 - Coordinating 20-25 player appearances and interviews per month to support media relations.
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PHILANTHROPY

USL Black Players' Alliance, Charlotte, NC — Founder & Executive Director

Leading the way to addressing inequity issues within the sport of soccer.

- Coordinating events, content creation, and messaging in conjunction with the league and individual teams.
- Guiding partnerships with local and national organizations including President Obama's My Brother's Keeper and Bellevue University.
- Supporting the United Soccer League front office to develop best DEI practices, further partnerships, and increase communication between players and the league.

Anti-Racist Soccer Club, Charlotte, NC — Founder & Board Member

A non-profit coalition created to develop actionable steps to combat racism and provide accountability.

- Leading education initiatives using LMS platforms to develop content, panels, and other educational opportunities.
 - Development facilitator for multiple organizations within our coalition to implement plans around partnerships, events, and social media strategy.
 - Example case study [HERE](#)
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EDUCATION

University of North Carolina Wilmington, Wilmington NC

B.S. in Business Administration, Marketing concentration

Bellevue University, Omaha NE – MBA Candidate

Master's in Business Entrepreneurship

AWARDS

USL Second Team All-League (2020)

Elevate Lifestyle Magazine Top 30 Under 30 Charlotte (2019)

USL Goalkeeper of the Year (2015)