

Brandon Miller

Former Professional Soccer Player | Marketing Strategy & Brand Development
Charlotte, NC | 704-763-5573 | brandonmiller2633@gmail.com | www.brandonmiller.site

PROFESSIONAL SUMMARY

Former professional soccer player with 10 years of experience in the USL and a proven track record building athlete-centric brands, content, and community-driven initiatives. Since transitioning from playing, I've worked across marketing strategy, operations, and partnerships—collaborating with organizations that deliver athlete education, community programming, and holistic athlete support. I bring a unique blend of lived athlete experience, strategic thinking, and hands-on execution across content, programming, and brand development, with a passion for helping athletes thrive beyond sport.

EXPERTISE

Athlete Programs & Community Engagement, Brand Storytelling & Content Strategy, Athlete Education & Career Transition, Partnership Development & Stakeholder Relations, Social & Digital Strategy, Nonprofit & Mission-Driven Marketing, Event & Experiential Support, Cross-Functional Collaboration, Performance & Impact Analysis, Educational Programming, Athlete Advocacy

EXPERIENTIAL & MARKETING EXPERIENCE

Nomad Integrated Media — Senior Marketing Strategist (Remote)

Senior strategist and operations lead for a digital media company focused on creating value for companies through holistic marketing solutions.

- Led content and digital strategy for 10+ client brands across various industries including sports, non-profit, and beverage.
- Managed influencer and partner campaigns that increased audience engagement by 40% across key channels.
- Supported email marketing initiatives with 45% average open rates, improving audience retention and conversion.
- Collaborated cross-functionally to align marketing execution with business, partner, and sponsor objectives.

Prime Focus Goalkeeping — Founder & Brand Strategist (Remote)

Building a niche soccer brand dedicated to athlete development and education

- Built and maintained an educational content platform reaching 10,000+ monthly unique engagements across blog, YouTube, and social channels.
- Grew YouTube channel to 4,500+ subscribers through long-form educational and athlete-focused content.
- Developed and distributed email content with an average 32% open rate and 4% click-through rate.
- Designed and delivered athlete education programs and content initiatives focused on development, transition, and long-term success.

Wildroots Coffee — Brand Development & Marketing Strategy Consultant (Remote)

Growth strategist leading key expansion phase focusing on partnerships, content strategy, and marketing execution.

- Developed local partnerships that contributed to double-digit increases in foot traffic during the first 3 months.
- Supported brand messaging and content strategy across digital channels which resulted in 27% increase in engagement.
- Assisted in the planning and execution of the company's first physical retail location, aligning brand story with customer experience.

PROFESSIONAL SOCCER EXPERIENCE

United Soccer League — Professional Soccer Player

Team Leader | Brand Ambassador | High-Performance Mindset in Dynamic, Results-Driven Environments