Andrew Miller

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I'm a creative content marketer and copywriter with a journalism background. I have experience marketing AI- and ML-driven B2B SaaS platforms and with generative-AI authoring. I can produce any type of content, in any voice, for any distribution channel. I specialize in translating complex functionality into jargon-free, engaging content. My storytelling gets prospects curious, keeps customers loyal, deepens product usage, improves MQLs, and closes sales.

What I do

- Author research-based and data-driven e-books, industry reports, and white papers
- Create product how-to's, explainer videos, animated infographics, and SEO web pages
- Ghostwrite blogs, video/podcast scripts, thought leadership, and sales presentations
- Direct webinar series that generate leads and reduce churn
- Develop, implement, and enforce brand, editorial, and visual guidelines
- Construct baseline personas, messaging, and value props
- Oversee design, branding, and PR agencies; website developers; and martech vendors
- Build a team, then manage and mentor other copywriters and content marketers
- Architect, write, and launch websites, and refresh and optimize UX for existing websites
- Establish end-to-end content programs, continuously measuring/improving performance
- Supervise SEO research, strategy, and analytics reporting
- Support demand-gen, ABM, field, and product campaigns with content aligned with market research and sales goals

Experience

Freelance Copywriter & Content Marketer, 2023 – present. B2B SaaS platforms for fintech, pharma/life sciences, CRM, generative marketing, CDM/CDP, ed tech, et al.

Senior Manager, Content Marketing & Copywriting, Affinity [series B/C startup], 2021 – 2022
Established content marketing function for a "relationship intelligence" CRM. Wrote and oversaw design of long- and short-form demand gen, ABM, and product marketing content, including blog posts, social copy, e-books, data- and research-driven reports, product slicks, explainer videos, (ghostwritten) thought leadership, website copy, etc. Managed content staff and freelancers. Supervised SEO agency as well as keyword research, strategy, and analytics reporting.

Senior Manager, Content Marketing & Strategy, Atypon, 2015 – 2020
Orchestrated content strategy for a SaaS B2B content management platform and B2C authoring and discovery tools. Established content marketing function, including content calendar, brand/voice guidelines, workflows/governance models, and content/competitive messaging audits.

Developed sales enablement, thought leadership, audio/video presentation scripts, and blog posts. Supported demand gen, product marketing, brand awareness, ABM, and customer retention campaigns. Managed social channels. Oversaw freelancers, design/branding firms, and martech vendors. Responsible for website redesign and relaunch, including architecture, art direction, UX, and content.

Director, Content Strategy & Development, Aptara, 2014 – 2015
Managed B2B content strategy and developed marketing collateral, sales enablement materials, and website content for rebranded relaunch. Oversaw design and production of pitch decks and client-facing materials. Supervised copy editing team. Conducted content audits and integrated new workflow, proposal, and content management systems.

Editor in Chief, Invisible Ink, 2003 – 2014
Editor, ghostwriter, and book doctor for professional, academic, technical, and trade books at HarperCollins, Random House, Hearst, John Wiley & Sons, Macmillan, St. Martin's Press, Avalon, Carroll & Graf, Stewart, Tabori & Chang, et al. Worked with English-speaking as well as foreign-language authors.

Adjunct Instructor, Tandon School of Engineering, New York University, 2004 – 2009
Developed curricula and taught undergraduate and graduate courses in software and product documentation, technical and business writing, journalism and media studies, and copyediting and grammar, both in person and online. Established and taught in a TESOL/English conversation program for foreign students. Tutored engineering and computer science majors one-on-one in the Writing Center.

Product Manager, Quark, 2001 – 2002
Specified functional requirements for software engineers based on client/end-user input. Managed relationships with more than a dozen Quark Publishing System clients.

Director of Publishing Technology, I.M.A.G.E. Inc., 1999– 2001
Technology, client services, operations, and sales and marketing responsibilities at the magazine and newspaper industries' leading workflow-management software consulting firm. Led a team of ~20 project managers, solution architects, trainers, and biz devs/marketers, with 6 direct reports.

Reporter, 1997 – 1999: Stringer / general assignment reporter for out-of-town and NYC newspapers and magazines.

Education

Columbia University: *B.A.,* English