
about

Experienced, versatile,
conceptually agile
writer and creative director
with a special passion for
health and wellness

education

1989
B.A. Philosophy,
The George
Washington University

skills

Strategic planning,
positioning, naming, brand
guide development, brand
and campaign ideation
and pitch deck writing,
copywriting for digital and
traditional media, long-form
content creation

healthcare expertise

Cardiovascular surgery,
cognitive and mental health,
workforce health, medical
supplies and equipment,
lab diagnostics, weight
loss/nutrition

work experience

Andrew Miller Ideas

Chicago 2009 – now

Writer/Creative Director

Develop branding and communications for agencies and marketers, including Abbott Labs, Blue Cross Blue Shield, Cresco, Mass General, Medline, Omron Healthcare, and Edwards Lifesciences.

Namewell

Chicago 2014 – now

Creative Director

Create names and messaging for brands, products and organizations. Namewell is focused on health/wellness brands.

Lisa P. Maxwell

Chicago 2003 – 2009

Founder/Creative Director

Grew my own agency from two people to over forty people within six years. Handled creative assignments for Harley-Davidson, Jockey, New Balance and the U.S. Women's Soccer Team.

UPSHOT

Chicago 2000 – 2003

Writer/Creative Director

Led conceiving and developed marketing programs in support of Discover Card's marketing partnership with Mills shopping centers. Created presentations that helped UPSHOT secure \$10M+ in new business.

Kurtzman Slavin Design

Chicago 1996 – 2000

Writer/Creative Director

Developed communications programs for local and regional clients including the Chicagoland Currency Exchange, Piser Funeral Homes and Autohaus Mercedes-Benz dealership.

Brown Marketing Communications

Chicago 1996

Writer/Creative Director

Developed broadcast, print and OOH advertising for Principal Financial Group and Principal Health Care. Concepted advertising creative for special Time magazine sponsorship.