

Patrick Miller

Content Producer | Content Creator | Social Media Manager | Video Editor

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Content producer, social media manager, and video editor with 10+ years owning the full creative cycle: concept, write, shoot, edit, publish, analyze. At Revi I built a content engine from scratch across TikTok, Instagram, YouTube, Facebook, and LinkedIn, driving two videos past 500K views (597K and 541K), 2M+ organic impressions in a single month, and 1,000+ webinar registrations. I use AI tools daily — Higgsfield, HeyGen, ChatGPT, Claude, CapCut — to produce at the volume of a full team without losing the human quality that makes content perform. I thrive where ownership is total, the strategy does not exist yet, and results are the only measure that matters.

CORE SKILLS & TOOLS

Content & Production: Short-Form Video · Video Editing · Filming & Shooting · Scriptwriting · Copywriting · Storyboarding · On-Camera Presenting · Podcast Production

Social & Strategy: Social Media Management · Content Strategy · Content Calendar Management · Campaign Strategy · UGC Management · Community Management · Brand Storytelling

Platforms: TikTok · Instagram · YouTube · LinkedIn · Facebook · X/Twitter · Meta Ads

AI Tools: Higgsfield · HeyGen · ChatGPT · Claude · Gemini · CapCut · Adobe Premiere Pro

Analytics: Sprout Social · Metricool · Native Platform Insights · Performance Reporting · SEO Keyword Research

PROFESSIONAL EXPERIENCE

Content Producer & Social Media Strategist · Revi Oct 2024 - Present

Restaurant technology startup (POS systems, self-order kiosks, intelligent marketing tools) · Hybrid, San Francisco Bay Area

- ▶ Launched a food review content series from zero, driving two videos past 500K views (597K and 541K) and 2M+ organic impressions in a single month across TikTok and Instagram by building a repeatable format and iterating on performance data
- ▶ Produced a multi-channel webinar campaign end-to-end: scripted, filmed, directed, and edited the full production while coordinating on-site and virtual teams, converting 1,000+ event registrations
- ▶ Scaled AI-generated ad creative production using Higgsfield, HeyGen, and CapCut, giving the paid ads team a constant supply of fresh, brand-consistent video variants to test across paid and organic channels
- ▶ Owned social media strategy and execution across TikTok, Instagram, YouTube, LinkedIn, and Facebook, managing content calendars, community engagement, and performance analysis independently
- ▶ Orchestrated UGC creator partnerships end-to-end: sourced talent, wrote briefs, directed productions, and maintained brand voice consistency across all external content
- ▶ Produced studio-style product shoots for Revi hardware including POS systems, self-order kiosks, and kitchen display systems, developing a strong eye for premium product presentation

Sr. Director of Operations & Media · Encounter Church Mar 2026 - Present

Multisite church organization · San Leandro, CA · Concurrent role

- ▶ Oversee content creation, media production, and social media for a multisite organization, managing a media director and building production systems while training teams on AI creative tools and workflows
- ▶ Lead production and media teams across multiple departments, developing leaders and maintaining brand consistency across all digital and in-person channels

Podcast Producer & Co-Host · Miller Time Podcast 2020 - Present

Independent podcast co-produced and co-hosted with Dr. CoCo Miller · Remote

- ▶ Co-founded and produce a podcast covering relationships, faith, finances, mental health, and entrepreneurship, handling all recording, editing, publishing, and distribution

Freelance Content Strategist & Producer · Independent 2014 - Present

10+ years of content creation, social media management, and brand storytelling across multiple industries

- ▶ Developed content strategies, produced short-form video, and built social media programs for entrepreneurs, small businesses, and community organizations, always starting from zero and building systems that scaled
- ▶ Managed social content and visual strategy for The Craneway Pavilion event center (2014-2018), developing the brand's digital presence across platforms

Teen Programs Director · YMCA of San Francisco 2019 - 2024

2,000-person nonprofit · San Francisco, CA

- ▶ Grew grantees from 9 to 30 annually and funding from \$60K to \$132K by developing new marketing and content strategies; launched one of the first YMCA SF offshoot social media brands, increasing program deliverables by 110%
- ▶ Managed a \$1.45M+ annual budget and led a team of 25, coaching 3 direct reports into promotions while building a high-performing team culture

PORTFOLIO

See the work: viral short-form video (597K & 541K views), AI-generated ad creative, studio product shoots, and campaign case studies · patrickmillercreative.netlify.app