

Brant Mills

Experience

Christ Church Cathedral, Episcopal Church

Director of Communications

Houston, TX

July, 2020 – Present

- Developed and implemented the execution of strategies and tactics related to internal member communications and overall brand/reputation management and media/public relations initiatives
- Saved \$11,000 from the 2022 budget despite increased costs and realigned budget priorities to better meet departmental needs removing the need for a requested \$8,000 increase in 2023.
- Led the complete redesign of website and social media practices resulting in increased unique web users by 20% in first year (July 2020 to July 2021) and a 17% increase in Instagram followers in 2022
- Reallocated communications staff responsibilities to improve efficiency, ultimately saving 6 hours per week of staff time
- Redesigned internal processes to help other departments share communications needs more effectively, saving time and effort for all involved

The Texas Conference of the United Methodist Church

Web Content Manager / Associate Director of Media

Houston, TX

September, 2006 – July, 2020

- Led planning initiatives to increase engagement by tens of thousands of unique visitors per year (up 70% in final year)
- Guided internal messaging strategy and interviewed agencies to assist in reputation management and planning around external communication campaigns
- Worked to hire and train new employees
- Trained executives as media spokespersons
- Built in-house video studio enabling more efficient executive communications
- Redesigned website and social created media channels and targeted highly engaged audiences
- Led initiatives to transition organization from print to 90% digital over 4 years including e-newsletters effectively targeting audiences of stakeholder groups seven times larger than previous initiatives and yielding an open rate 8% above industry average

T.B. Butler Publishing / Tyler Morning Telegraph

Online Copy Editor

Tyler, TX

August, 2003 – September, 2006

- Prioritized content to meet audience needs and increased traffic and engagement 11%
- Promoted to manage the web team my final year and kept staff motivated and focused

Education

The Johns Hopkins University

Master of Arts - Corporate and Non-Profit Communication / Public and Media Relations

Baltimore, MD

August 2018

Sam Houston State University

Bachelor of Fine Arts - Radio/Television (Broadcast Journalism)

Huntsville, TX

May 2003

Lon Morris College

Associate of Arts

Jacksonville, TX

May 2000

Skills

Staff Management
Media and Public Relations
Strategic Campaign Design /
Management
Crisis Communication Management
Media Spokesperson Coaching
Writing for Print and Web
Website Administration
Video Capture and Compression
Live Streaming

Audio and Video Production and Editing
Digital Photography and Editing
Adobe Programs (20+ years)
including:
Photoshop, Premiere, After Effects,
Audition, and Illustrator
Microsoft Office (all applications)