

CHUCK MILLER

AI Implementation Leader | Creative Director | 37-Year Multimedia Veteran

chuck@chuckmillermedia.com | (512) 473-2821 | Houston, Texas (Remote-Ready, CST)

CHUCKMILLERMedia.com | LinkedIn: linkedin.com/in/chuckmillermedia

PROFESSIONAL SUMMARY

AI-native leader with 37 years of professional creative and production experience, dating to my first television internship in 1989, and 3.5 years of daily, hands-on, production-level generative AI practice (since December 2022, the month ChatGPT launched). I don't just use AI tools: I build the systems, document the workflows, and train the people who'll run them. In the past six months I conceived, branded, wrote, designed, and launched 14 complete company brands solo, then built and documented a replicable AI production workflow and trained colleagues to run it. Five-time Telly Award winner with a client history spanning NASA, Walmart, MasterCard, Target, The Grammys, and the American Red Cross. I am equally effective leading creative direction or standing up AI adoption across a team: I've done both, for the same employer, at the same time.

CORE STRENGTHS

- **AI Systems & Workflow Builder:** Designed and documented AI-integrated production workflows from zero for a 15+ brand portfolio; trained non-technical colleagues to run them independently.
- **Multi-Model Fluency:** Daily production use of Claude, ChatGPT, Gemini, Grok, and DeepSeek, deploying each for what it does best, from strategic reasoning to content and image creation.
- **Concept to Finished Product:** I direct AI to build fully working websites, custom forms, lead-generation funnels, and interactive experiences, from initial concept to a finished, live release. That's how I built and launched the RedBuller Darts app.
- **Agentic & Automation Systems:** Built a Python-based task-scheduling and research framework that runs Claude autonomously on a recurring basis through a custom orchestration gateway (OpenClaw). Includes an automated forecasting and signal system for prediction markets (Kalshi, Polymarket) with built-in risk limits and a formal test-then-verify gate before any real money is used, plus Telegram alerting.
- **Brand & Creative Direction:** 37 years of brand identity, art direction, and campaign leadership; five Telly Awards for national commercial work.
- **Generative Imagery & Video:** Nano Banana Pro and Firefly for brand-consistent imagery; Runway and other AI video generation tools; 25+ years of Photoshop supercharged with generative AI.
- **Production at Volume:** 70 books authored and published through an AI-accelerated pipeline since 2023; 100+ video/broadcast productions across a 37-year career.
- **Hands-On Production Craft:** Working photographer since high school; also an active videographer, editor, director, and producer today, not just historical credits behind the five Telly Awards.
- **Maker and Mentor:** Documents every workflow I build and trains teams and clients to run it independently.

RELEVANT EXPERIENCE

Director of AI Marketing & Creative Operations

Original Mark Media (multi-company portfolio: trucking, diesel repair, heavy construction, equipment, commercial real estate) | Houston, TX | December 2025 – Present

- Sole marketing and AI resource for a 15+ brand industrial/trades portfolio; hired specifically for AI expertise.
- Branded and launched 14 complete companies in six months, solo: logos, full websites, all copy, custom AI-generated imagery, and AI-built lead funnels for brands including Dayton Diesel Works, Triple S Heavy Construction, Haul Lane Manufacturing, USA Driveaway, and Steerable Lift Axle.
- Built and documented the AI production workflow from scratch and trained the team to run it independently.
- Directed full-funnel content and paid campaigns across Facebook, Marketplace, Craigslist, and eBay.

Executive Producer & Creative Director

CHUCK MILLER Media | Houston, TX | 2012 – Present

- Daily, production-level AI practice since December 2022: multi-model workflow across Claude, ChatGPT, Gemini, Grok, and DeepSeek, plus Nano Banana Pro for imagery.
- Authored, designed, and published 70 books through an AI-accelerated pipeline, including a plain-language user's guide to ChatGPT.
- Directed AI to build the RedBuller Darts app, from concept to a finished, working release.

- Built a Python-based task-scheduling and research system that runs Claude on a recurring, self-directed basis for prediction-market forecasting (Kalshi, Polymarket), with automated risk limits and a test-then-verify gate before real money is used, via a custom orchestration gateway (OpenClaw) and Telegram alerting.
- Produced, directed, and edited 100+ productions, including national TV commercials, music videos, and corporate media, for clients including NASA, Halliburton, Rice University, and Patron Tequila.
- YouTube channel: 40K subscribers, 30M views.

Creative Director & Sales Director

Kerrville Folk Festival | Kerrville, TX | 2013 – 2018

- Owned the complete creative identity for one of the country's most respected folk festivals for five consecutive years.
- Designed and produced the full annual package, including a 72+ page program, posters, brochures, signage, tickets, and merchandise, on immovable, gate-opens-regardless deadlines.
- Carried sales and marketing responsibilities alongside creative direction.

Graphic Designer & Web Designer

Southwest Regional Folk Alliance | Austin, TX Metro | 2013 – 2018

- Produced the 48-page annual conference program, advertising, and all marketing collateral for a 2,000-member industry organization.
- Designed and maintained the organization's website.

Graphic Designer

RFC Media | Houston, TX | 2011 – 2021

- Created high-impact graphics and branded presentations for clients from local businesses to Fortune 500 companies, including NASA, The Grammys, MasterCard, and Target.

Founder & CEO

AID Cards Inc. | United States | 2020 – 2023

- Invented, designed, branded, and launched a line of medical-alert and allergy ID cards from concept to a shippable, manufactured product.
- Owned every function: product design, packaging, brand, website, digital advertising, customer service, and manufacturing coordination.

AI + CREATIVE TOOLKIT

AI Models: Claude, ChatGPT, Gemini, Grok, DeepSeek (daily, multi-model production use)

Agentic Coding & Automation: Claude Code, Python-based task scheduling and automated research, OpenClaw (custom orchestration gateway), multi-agent system design, Telegram bot integration, prediction-market platforms (Kalshi, Polymarket)

AI Image & Video: Nano Banana Pro, Adobe Firefly, Runway and other AI video generation tools

AI-Built Websites & Tools: Custom websites, forms, funnels, and interactive experiences built through AI direction; WordPress, Elementor

Creative Suite: Photoshop 25+ yrs (Now using AI Generative Upscale, Remove, Rotate, Fill & Expand), InDesign, Premiere Pro

Other: Full-funnel digital marketing (Google/Facebook/Bing Ads), print production oversight, photography & color correction, presentation design

EDUCATION, AWARDS & RECOGNITION

- B.S., Radio-Television-Film, The University of Texas at Austin
- 5x Telly Awards, National Television Commercial Production (Walmart/Shrek 2, Chick-fil-A/Peach Bowl, AMD/HP–LiveSTRONG, Back Yard Burgers, Texas Council on Family Violence)
- Worked with Academy Award-winning director Steven Soderbergh and 2x Emmy-winning director Paul Boyington
- Author/publisher of 70 books since 2023, available on Amazon, Barnes & Noble, and other retailers
- YouTube channel: 40K subscribers, 30M views
- Eagle Scout, Boy Scouts of America, 1984

PORTFOLIO

CHUCKMILLERMedia.com: 37 years of creative work

14 AI-built brands from the last six months, including: ConcreteSawingHouston.com • HaulLane.com • DaytonDieselWorks.com • USAtruckMoving.com • TriplesHeavyConstruction.com • OriginalMarkMedia.com