

*I look friendlier  
in person I swear*



Hi 🖐️

I'm Rachel Miller!

# EXPERIENCE

Social, web copy, persona design

Creative writing for the  
Google Assistant

VUI / UX Content Strategy

Journalism

Arts Editor, Brooklyn Magazine

Copywriting

Film

Festivals, movies, tv, music vids

## Journalism

**BROOKLYN  
MAGAZINE**

**The  
Guardian**

**HUFFPOST**

**TOM  
TOM  
MAG**  
DRUMMERS | MUSIC | FEMINISM

  
the **ONION**

**THE AWL**

**charlotte's book**

VUI/UX

**Google**

*Click on stuff*

## Film

**TRIBECA**  
FILM INSTITUTE®

**BEYONCÉ**

Copywriting

**HALO**  
SPORT™

# VUI / UX Content Strategy

## Creative Writer Personality Team, Google Assistant

- Develop the Google Assistant's character
- Answer the world's pressing questions
- Celebrate seasonal events
- Partner with folks for special features
- Add delight + empathy to other Google platforms



# Life's Big Qs: "Are you a ghost?" "Do you have a butt?"

are you a ghost



Not that I know of, but maybe ghosts don't know when they're ghosts. Spooky!

are you a ghost

Some people do say my search skills are hauntingly good 🧛

are you a ghost

BOO! That's my best ghost impression 🧛

how old are you



If you're asking if I've had work done... I'll have you know these are my original features 😊

Let's see

do you have a butt



do you have a butt

Sometimes I'm the butt of a joke 😊

do you have a butt

Maybe. I'd check but I can't really turn around

# Make it better with empathy: Are you sad?

Before

Are you sad?

Not when I'm helping you 😊

**67% User Satisfaction**

After

Are you sad?

I'm pretty good, actually. Why do you ask?

Because I just insulted you

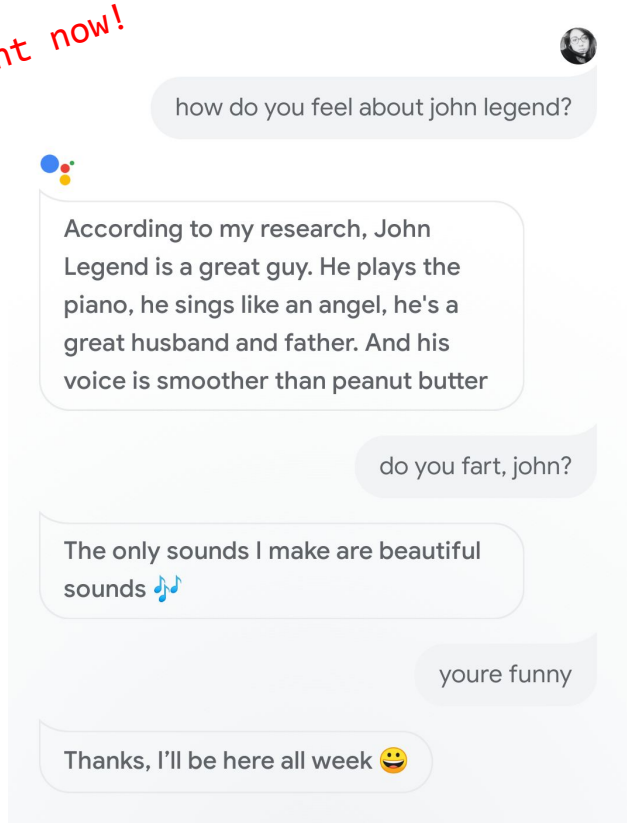
Let's call it water under the bridge 😊

**80% User Satisfaction**

# Basically Legendary

Custom content for John Legend + Google Assistant

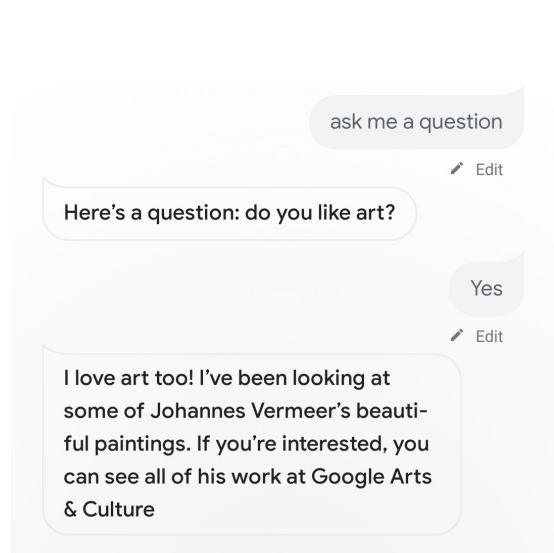
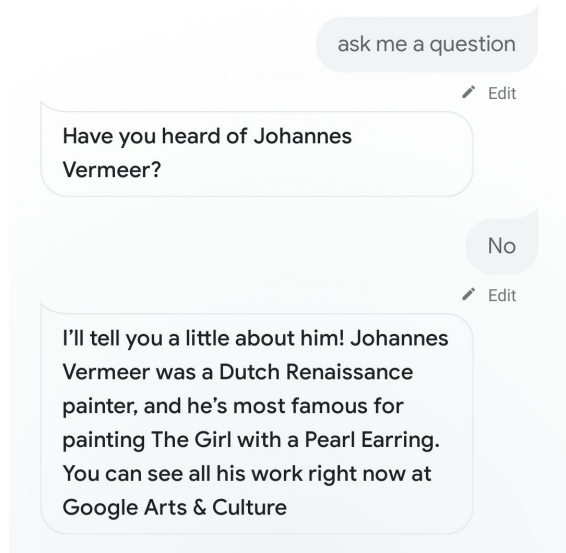
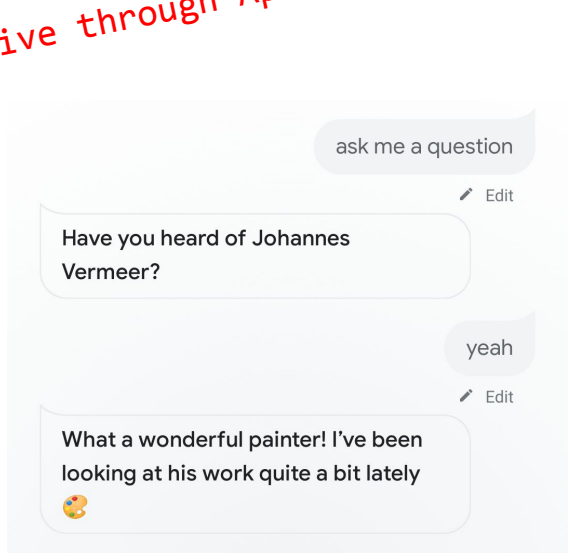
Live right now!



# Girl with a Vermeer project

Use new 3-step conversation style to feature the Google Arts & Culture Vermeer exhibit

Live through April 2019





Great American Solar Eclipse 2017

Celebrating Georges Méliès

Fourth of July 2018

International Women's Day 2018

International Women's Day 2019

Celebrating Johann Sebastian Bach — make a song!

# Great American Solar Eclipse 2017



solar eclipse science



All

Videos

News

Maps

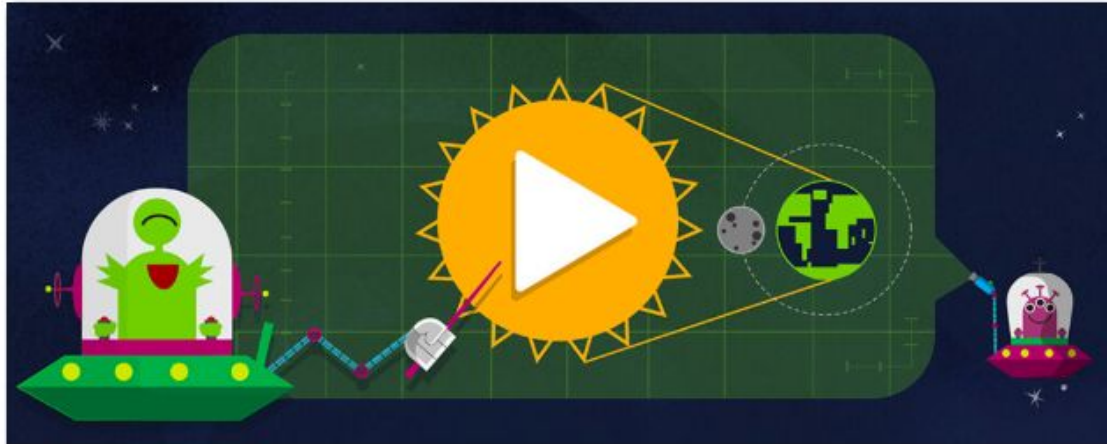
Shopping

More

Settings

Tools

About 24,000,000 results (0.66 seconds)



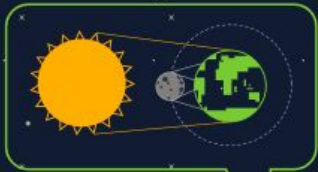
[Learn more about eclipses!](#)

[Feedback](#)

Share



There are two kinds of eclipses: lunar and solar. In a solar eclipse, the moon comes between Earth and the sun, casting a shadow on the surface of Earth.



Share



A lunar eclipse occurs when Earth comes between the sun and a full moon, blocking light from the sun and casting a shadow on the surface of the moon.

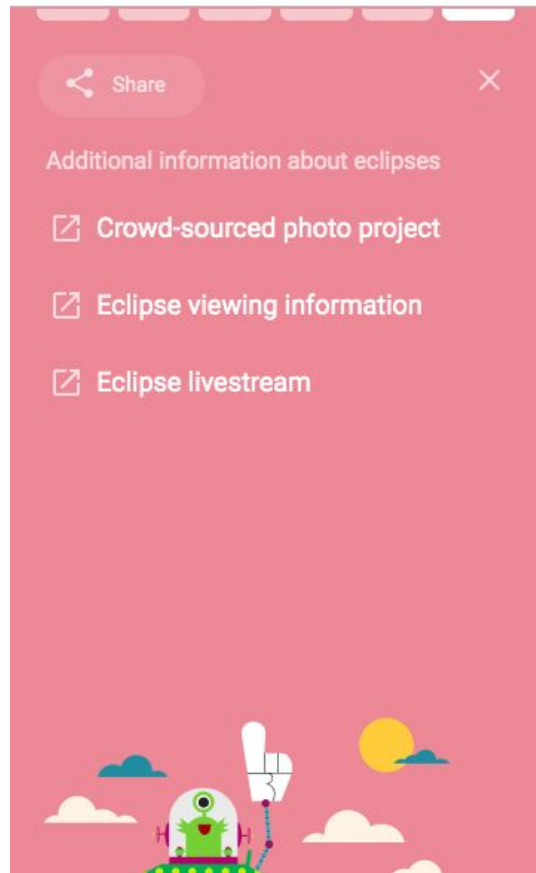
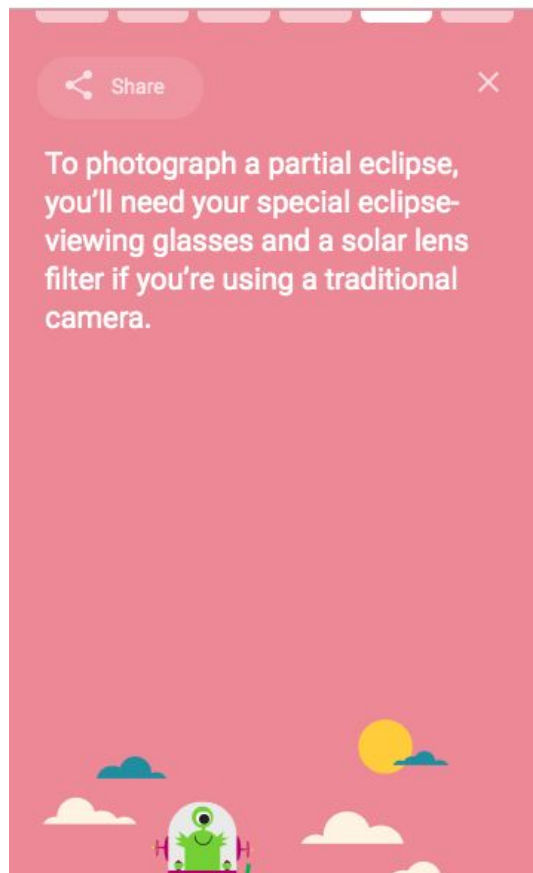
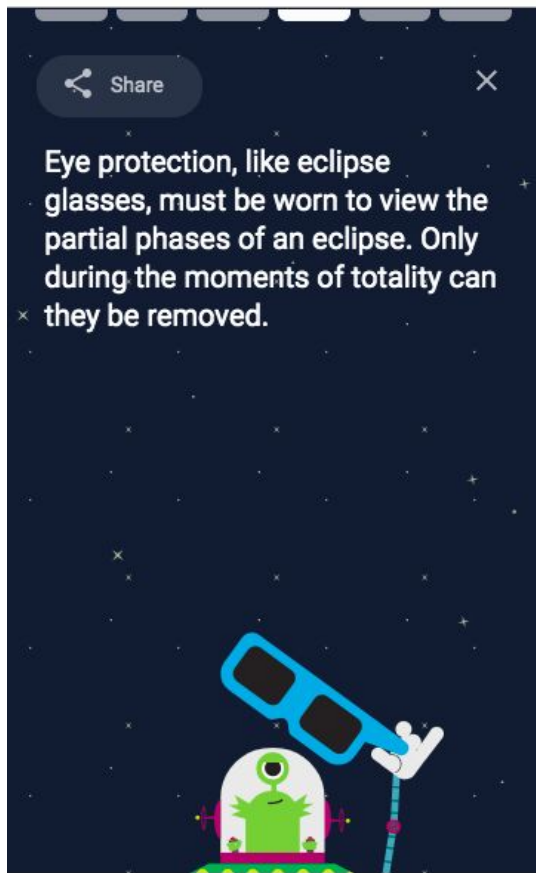


Share



Eclipses affect animals too: the sudden darkness and resulting drop in temperature during a total solar eclipse can cause critters to behave as if it were dusk.





# America's Most-Searched recipes: 4th of July 2018



# America's Most-Searched recipes: 4th of July 2018

## New Jersey



### Flounder

It's no fluke! Summer flounder is New Jersey's most popular fish.



## Washington DC



### Crab Cake

A group of crabs is called a cast, and a group of crab cakes is called a party 🦀



## Rhode Island



### Chicken Parm

The perfecta cheese trifecta: mozzarella, provolone, and cheddar.



# VUI / UX Content Strategy: By the numbers

User satisfaction with my writing: 81%

Corpus average user satisfaction: 70%

National + International Doodle views: 500+ million

Style Guides I've edited: 2

Writers I've trained & edited: 5

100

# Journalism: Arts Editor, Writer

## **BROOKLYN MAGAZINE**

- [Brooklyn 100 Influencer: Kimberly Drew](#)
- [Technology of Dance: Kyli Kleven](#)
- [The Best in Brooklyn Art This Weekend](#)
- [Brooklyn Shows Up at NADA & SPRING/BREAK](#)
- [A Closer Look: How Many Ghosts Are In Michelle Williams' Ditmas Park Victorian?](#)



# Journalism: Editor, Writer



Drummers. Music. Feminism.

**charlotte's book**

Cosmetic health & wellness

---

[A Presto History of the Metronome](#)

[Teen: Legends on the rise](#)

[Emily Rose Epstein Brings the Bang](#)

[Beauty File: Anna Kaiser of AKT](#)

[“I don’t use Botox”? It’s Xeomin](#)

[Cosmetic Treatments: 50s & 60s](#)

# Journalism: Freelance



The  
Guardian

**HUFFPOST**

THE AWL

---

[The Onion Book of Known Knowledge: A Definitive Encyclopaedia](#)

---

[Moving Image art fair sells first ever 'Vine-art'](#)

---

[Ray Smith at Parade Ground Gallery](#)

---

[The Joys of Texting Myself](#)

# Copywriting

## Revamp this wellness bev's Instagram persona



Justin Bieber   
@justinbieber



I wanna challenge Tom Cruise to **drink halo**  
in the octagon. Tom if you dont take  
this fight you're scared and you will  
never live it down. Who is willing to **buy**  
**a lot of halo** ? [@danawhite](#) ?

We fixed it.  
#LoveHALO

*Coming summer 2019*



# Copywriting

Copy, concept for first-round investor pitch vid



*Click to seeeee*



Bye 🙋  
Thanks for reading!

