

Services Roadmap: General Contractor



- Strategy, design, training
- Branding refresh
- Social media
- CRM

A.D. Miller Construction Services continued to gain new clients and were on the path to pursuing larger projects. As they took an honest look at their content and branding across their marketing vehicles, like website, social media, and proposal materials, they realized they were ready to level-up. Additionally, the demand for their services and number of leads coming in were becoming unwieldy. Build It Marketing lead A.D. Miller in re-branding, telling their unique story, and leveraging project successes. Build It Marketing worked with in-house staff to collect and organize data, set the table and field logic, and front face customization.



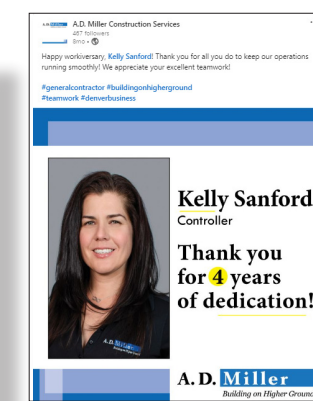
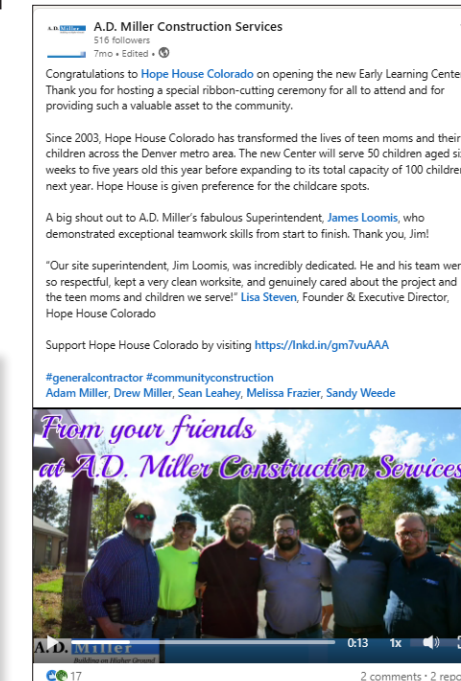
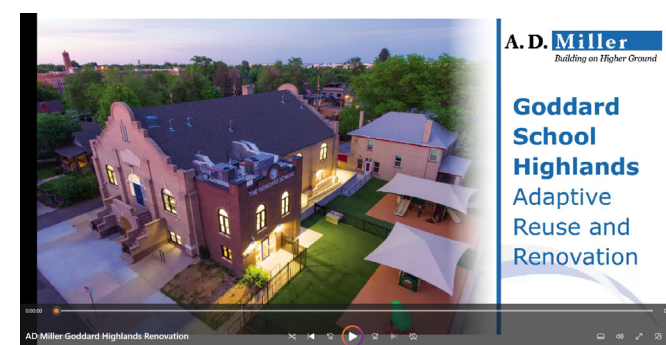
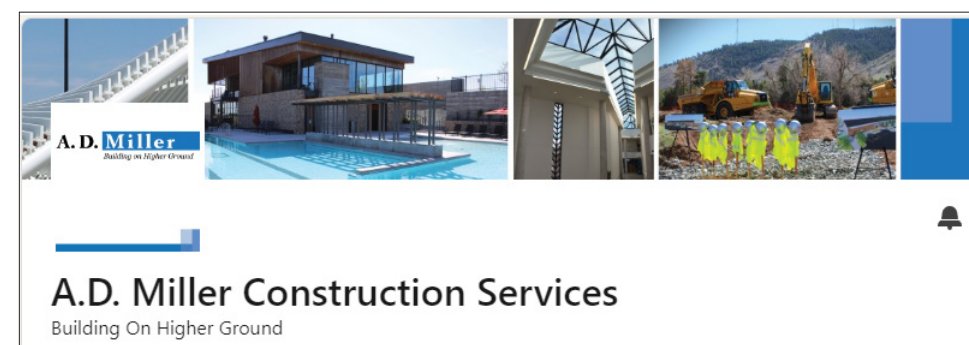
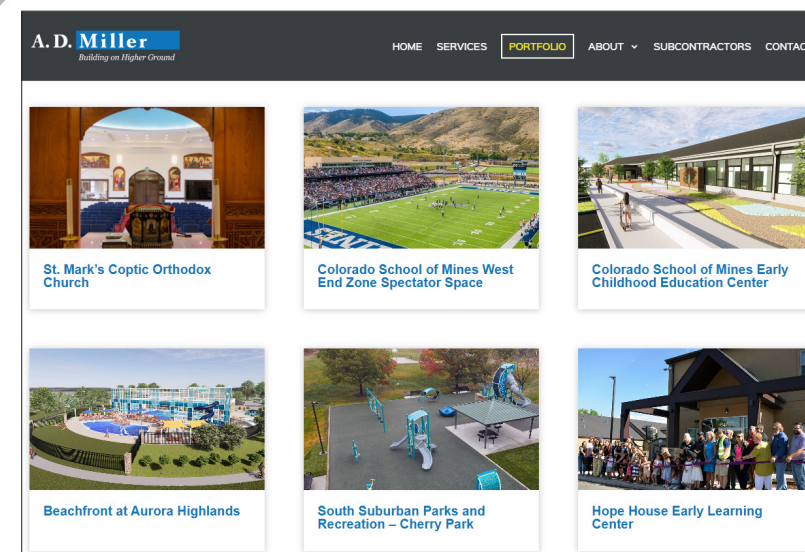
Investigation, Goals Investigation conversation, proposal, agreement, NDA. Set hierarchy of goals and timeline. Kick-off by collect design assets. Branding and design standards.



Project Database, Project Photography, Website Update Access provided to Procore and marketing files to assemble a master project database to inventory the elements needed to add to each project to the website and create project profile sheets for proposals. Working in WordPress, added uploaded and added content to portfolio section. Website design elements were altered to reflect marketing content and branding. Coordinated company-wide headshot photoshoot. Process photography.



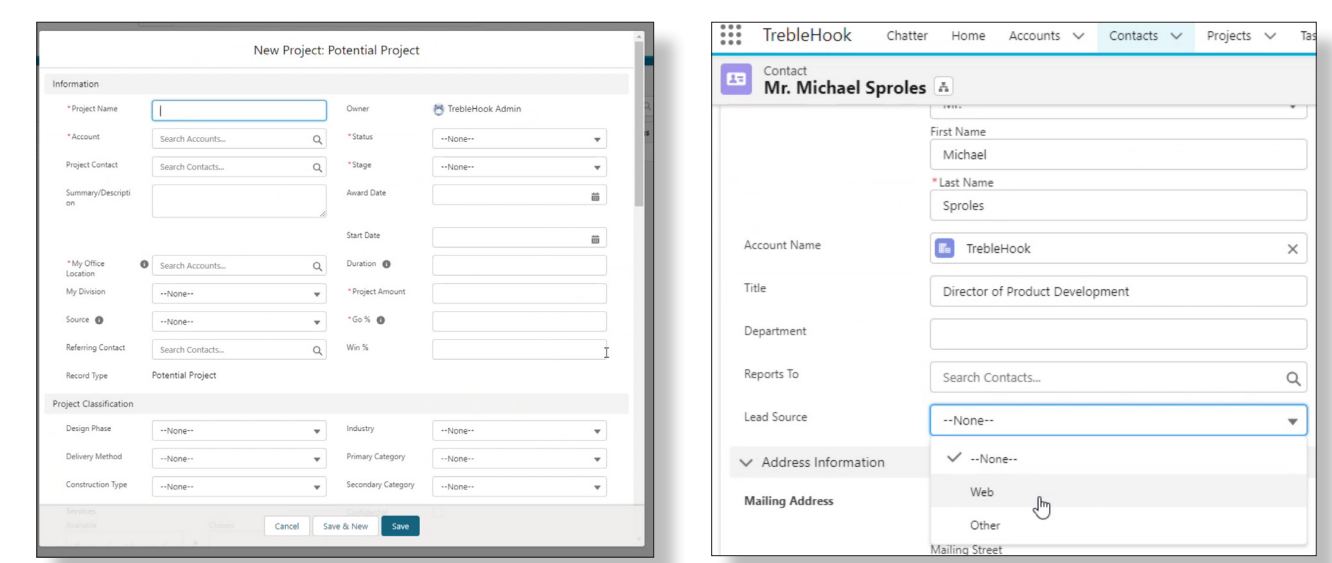
Social Media Planning, Production Create banner graphics and templates for static posts and videos. Develop a production calendar accounting, target markets, industry events, days of recognition, employee anniversaries, and subject matter expertise. Create posts for LinkedIn.





Customer Relationship Management

Set goals, select platform. Customize tables, fields, and interface to align with market segments, contacts types, and other fields to support company goals. Create reports, train staff.



Field Name	Section	Header View (10 Max)	Type	Values	Record Type	Profile Level Security
Object Name	Tasks					
Used:	Yes					
Profile Access:	All Access					
Assigned To	Task Information	Yes	Lookup	From People Records		
Subject	Task Information	Yes	Picklist	Call, Email, Letter, Text		
Due Date	Task Information	Yes	Date			
Priority	Task Information	Yes	Picklist	High, Normal, Low		
Status	Task Information	Yes	Picklist	Not Started, In Progress, Completed, Waiting on someone else, Deferred		
Name	Task Information	Yes	Lookup			
Related To	Task Information	No	Lookup	From Account Record - Can we also attach a task from a project record?		
Comments	Description Information	Yes	Long Text			

Project Number	Project Name	Description	Web Status	Photography	Address	City	State	Zip	Owner Organization Name	Owner Address	Owner Contact First Name	Owner Contact Last Name	Owner Email	Owner Architect Organization Name	Design-Build and Design Assist	Design-Build	Hard Bid	CM/DC	Services Occupied	Personnel
257	Samaritan House 1st and 3rd		Not started	Webshots - not wanted	2201	Denver	CO	80202						Wudson						
258	Alpha Omega College Phase	This 56-acre park offers soccer fields, picnic, and playground.	Published	Done and task photo, not for profit	11300 E	Aurora	CO	80010	Douglas County Parks Dept					Design-Build Architects and Designers	Design-Build	Design-Build				
259	Wheat Ridge High School	Navy Federal Credit Union is a member-owned, not-for-profit financial institution.	Not started	Webshots - not wanted	11300 E	Aurora	CO	80010	Douglas County Parks Dept					Design-Build Architects and Designers	Design-Build	Design-Build				
260	Most Precious Blood Catholic Parish and Church	The vision of the Most Precious Blood Church is to provide a safe and beautiful place for worship and community.	Published	Done and task photo, not for profit	2200 S	Denver	CO	80210	St. Ann's Catholic Church		Mary	Knobels		St. Ann's Architecture PC	Design-Build	Design-Build				
261	Goodard School - Arvada	The new construction of this Goodard School is a major project for the district.	Published	Done and task photo, not for profit	12720 W	Arvada	CO	80002						St. Ann's Architecture PC	Design-Build	Design-Build				
262	MSD Brian Pool Renovation	MSD Brian Pool was built in 2002 and is the Town of Aurora's only pool.	Not started	Webshots - not wanted	1712 1st	Denver	CO	80202	Town of Parker					St. Ann's Architecture PC	Design-Build	Design-Build				



Proposal Refresh

Created a bolder, cleaner look and convert from Publisher to InDesign. Wrote new project descriptions and resumes and edit those already created. Created new proposal information sheets such as company overview, history, and service delivery information. Set up master documents and a file system aligned with photography files to establish a logical production workflow.

A. D. Miller
Building on Higher Ground

Pre-Construction & Construction Services
Iron Mountain Place

Response to:
Roaring Fork Transportation District
Solicitation No. 23-039
Sept. 12, 2023

Adam Miller, President

Adam D. Miller began his career as a Project Manager for a Fortune 500 corporation managing real estate projects across the United States and Mexico. Adam moved back to Colorado serving in multiple roles at A.D. Miller to learn every aspect of running the company—the estimating department, billing and contract administration, and as a project engineer, and project manager. Adam has contributed to the company's growth by utilizing technology to help improve the procurement and construction process. Adam is instrumental in ensuring the highest level of customer service is delivered to each client and proper resources are dedicated to each project.

Relevant Project Experience

- PK-12**
DPS West High School - Duct Board Replacement, HVAC Upgrade, 5412K, Denver, CO
- DPS Bruce Randolph High School - Hydroponics / Science Lab Renovation Class Room Upgrade, 2522K, Denver, CO
- Primrose Preschool, 51.2M, Sterling Ranch, CO
- Most Precious Blood School and Church, 58.1M, Remodel of existing School, Room Upgrade, 2522K, Denver, CO
- The Goodard School - Ground Up Preschool, 52.8M, Westminster, CO
- Public/Government
Highland Heritage Regional Park Stage - Performance Stage and Remodel of Soccer Stands, 52.2M, Littleton, CO
- Douglas County Administrative Building Addition, 51.1M, Littleton, CO
- RTD 711 Building Remodel of Existing Transportation Office, 55.8M, Denver, CO
- Private
The Country Club at Woodmoor Pool and Associated Buildings Renovation, 52.2M, Monument, CO
- St. Mark Catholic Orthodox Church, 54.5M, Centennial, CO

Client References

- Mary Enlowes, Most Precious Blood Catholic Church, 303-756-5083
- Chick Johnson, The Country Club at Woodmoor, 719-864-7234
- Ted Peader, Navy Federal Credit Union, 800-531-7374

Colorado School of Mines Early Education Learning Center
Golden, Colorado

This new ground up 30,000 SF Early Education Learning Center, located at 19th Street and Target Way, on the western edge of Mines Park, will serve about 104 children from the Mines community ages 6 weeks through 5 years. Bright Horizons, the country's largest provider of employer-sponsored childcare, has been contracted to operate the center.

The work for the project includes extensive site work, the main facility and outdoor, secure play spaces and will meet the State licensure requirements under the Colorado Department of Human Services. The ECC building features classrooms, administrative offices, conference rooms and support spaces. The project has a goal of LEED Gold and the Center's students will be able to experience and interact with the natural site around them.

Owner & Architect Contacts

Owner: Colorado School of Mines, Name: [redacted]
Architect: Davis Architects, Name: [redacted]

Team

Account Executive: Adam Miller
Project Manager: Jack O'Brien
Estimator: Eric Bakonowski
Superintendent: [redacted]
Project Engineer: Andy Hatch

EDUCATIONAL FACILITY EXPERIENCE

The unique needs of PK-12 facility construction is an area in which we excel. Working with public and private clients we build safe, inspired, and equitable learning environments.

Denver Public Schools

- West High School Mechanical Retrofit
- Shore Randolph Middle School
- East High School
- Thomas Jefferson High School
- Manitou High School
- Manitou High School Gym
- Maurice March Upgrades
- Galbraith March Upgrades
- Barnum March Upgrades

Jefferson County Schools

- Crestline Middle School
- Secord Elementary School
- Early Childhood Academy
- Check Elementary School
- Lakewood High School
- Westgate Elementary School

Summit County Schools

- District 800 Barn
- Cherry Creek School District
- Granite High School Aquatics and Pool Project
- Cherry Creek Academy Charter School

Littleton Public Schools

- Argonne High School
- Powell Middle School
- Heritage High School
- Goodard Middle School
- Goodard Middle School

Douglas County School District

- Thomas Ridge High School - Remodel
- South Elementary Addition & Renovation
- Larkspur Elementary
- Academy Charter School
- Mountain View Elementary School
- Pine Lane Elementary School
- Pine Lane Elementary School (Kitchen/ Cafeteria)

