Michael Miller

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SUMMARY

A high-performing, social and digital marketing expert with 7 years of experience leading organic social media, paid advertising, and influencer campaigns. Across finance, CPG, health, and tech, I've managed cross-functional teams, developed data-informed strategies, and driven measurable brand growth across organic channels. Above all, I am adept at translating client goals into high-impact creative executions.

EXPERIENCE

Community and Influencer Strategy | **NoGood** | April 2024 – March 2026

Clients: Chime, Oura Ring, Truliant Credit Union, MongoDB, ResX

- Developed and executed integrated organic, paid, and email marketing strategies, resulting in over 150K new followers across clients and engagement rates well above industry benchmarks.
- Directed and project-managed teams of up to 10 full-time and freelance contributors, overseeing day-to-day execution and ensuring deliverables met client KPIs and deadlines.
- Spearheaded end-to-end creative concept development—from ideation through production—and maintained rigorous reporting, analytics, and insight tracking cadences across client accounts.
- Produced and directed short-form video content across Instagram, TikTok, YouTube, and LinkedIn.
- Led influencer marketing programs with budgets up to $120,000, from talent identification and contract negotiation through content review, ensuring alignment with brand guidelines and campaign goals.

Social Media Strategist + Assistant Media Planner | **DNA** | June 2021 – November 2023

Clients: Pabst Blue Ribbon, Lone Star, Amazon Fresh, BECU, Golden 1

- Planned and executed multi-platform social media campaigns that increased brand engagement and drove event attendance for regional and national activations, including 'Pabst is the Place,' 'Black Black Friday,' and the '12 Days of Pabst' giveaway.
- Managed content development and community management across Instagram, Twitter/X, Threads, TikTok, and Facebook with teams of up to 4 contributors.
- Led influencer marketing initiatives end-to-end—curating talent rosters, negotiating contracts, and optimizing content performance against campaign benchmarks.
- Created visual and short-form video content, maintaining brand consistency online.
- Directed the agency's internal web team, overseeing digital marketing and advertising.
- Managed campaign tracking/reporting, identifying optimization opportunities.

Social Editor | **Persona** | December 2020 – April 2021

- Developed and published social media content and short-form written pieces for Persona's digital platform, covering NBA news and driving community engagement.
- Produced and distributed audio content across multiple podcast and streaming platforms.

SKILLS & TOOLS

Platforms: Meta Ads Manager, TikTok Ads, Google Ads, Sprinklr Social, Hootsuite, Mailchimp, HubSpot

Competencies: Social media strategy, influencer marketing, content production, community management, campaign analytics, short-form video

Analytics: Google Analytics, Meta Insights, TikTok Analytics, platform-native reporting

EDUCATION

Seattle Pacific University — Bachelor of Arts, Communications & Political Science

Concentrations: Digital Media, Writing, and Public Policy