

# Michael Miller

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## SUMMARY

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Results-driven digital marketing strategist with 7 years of experience leading organic social media, paid advertising, and influencer campaigns for consumer brands across finance, CPG, health, and tech. Proven ability to manage cross-functional teams, develop data-informed strategies, and drive measurable brand growth across organic and paid channels. Adept at translating client goals into high-impact creative executions.

## EXPERIENCE

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### Community Strategist | **NoGood** | April 2024 – March 2026

*Clients: Chime, Oura Ring, Truiliant Credit Union, MongoDB, ResX*

- Developed and executed integrated organic, paid, and email marketing strategies for 5+ clients across fintech, health tech, and SaaS verticals, driving consistent quarter-over-quarter growth in engagement and brand awareness.
- 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 and social content across Instagram, TikTok, YouTube Shorts, and LinkedIn.
- Led influencer marketing programs from talent identification and contract negotiation through content review, ensuring alignment with brand guidelines and campaign goals.

### Digital & Social Media Strategist | **DNA** | June 2022 – 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 for multiple clients, maintaining brand consistency across platforms.
- Led the agency's internal web team, overseeing digital marketing and advertising for DNA's own brand presence.

### Assistant Media Planner | **DNA** | July 2021 – July 2022

*Clients: Golden 1, Amazon Fresh, BECU, Puget Sound Energy*

- Managed campaign tracking and reporting, identifying optimization opportunities to improve media efficiency and performance.

### Freelance NBA 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.

### Communications Intern | **Seattle Art Museum** | December 2019 – April 2020

- Assisted in content creation and publishing for Instagram, Twitter, and Facebook, including live coverage of key events.
- Drafted press releases, web copy, blog posts, and social captions aligned with SAM's brand voice.
- Assembled press kits and media materials for local press and vendor distribution.

## SKILLS & TOOLS

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

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

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

**Creative:** Adobe Creative Suite (basic), video editing for social formats

## EDUCATION

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

*Concentrations: Digital Media, Writing, and Public Policy*