



BRANDON MILLER

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ABOUT ME

I am a self starting marketer with experience in ecommerce management, direct marketing, branding, content production, and much more... I look forward to hearing from you!

SKILLS

HTML/CSS

Basic PHP and MySQL

Ecommerce Management

Google Analytics

Amazon Seller Central

Facebook/Instagram Advertising

Pay-per-click (PPC) Advertising

E-mail marketing

Project Management

Microsoft Office suite

Communication

Proofreading/editing

Attention to detail

Campaign management

Copywriting

EXPERIENCE

ECOMMERCE MANAGER • HDIS INC. • SEPT 2019 – PRESENT

Maintain 5 Magento 2 ecommerce websites while managing the development/launch of 2 more ecommerce stores

Developed and launched a new ecommerce brand

Increased Google Lighthouse accessibility score from 75 → 90

Upgraded from Magento 2.1.14 to 2.3.2

Achieved first passing PCI DSS scan since 2017

Saved company ~\$1,200 in hosting fees *per month* by migrating to a new solution

Manage web development agency – prioritize tickets and collaborate on solutions – hired new agency in July 2020

Manage off hours bi-weekly deployments

Manage web servers and firewalls

Build landing pages for advertising campaigns (HTML/CSS + copywriting)

Maintain product data ensuring data accuracy and consistency

Provide weekly and monthly reporting on web performance

Admin activities

ASSOC. MARKETING MGR. • HDIS INC. • AUG 2018 – SEPT 2019

Executed multi-million dollar advertising campaigns from strategy to implementation

Improved direct mail conversion by running A/B list and creative tests

Created, tested, and implemented a new direct mail creative which decreased printing costs and beat the long standing “control creative”

Introduced and executed Facebook advertising – achieved ~\$8 ROAS

Manage Amazon listings and enhanced brand content



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EDUCATION

BS, MARKETING • MAY 2017 •
LINDENWOOD UNIVERSITY
3.79 GPA
NCAA DII Baseball Team

Analyze and work to improve TV campaign results by working with external and internal call center resources to improve lead generation

Proof and edit any content being generated in any medium

Analyze and work to improve PPC campaign results

Assist where needed in other areas of the business (brand management, customer surveys, and more)

HOBBIES

PC building / hardware

Coding

Weightlifting

Softball

Sports

PC Gaming

ACCOUNT SERVICE COORDINATOR • BMG • JUL 2017 – AUG 2018

Manage portfolio of 8 clients (car dealerships)

Act as a main POC for all clients

Provide creative and strategic insights

Provide creative direction for monthly digital assets (display banners, web banners, etc.)

Provide creative direction for monthly TV and radio spots

Proof all creative and reporting, submit to client for approval

Proof all media buys, create media calendar by month for client approval

Request revisions on creative based on client feedback

Create detailed monthly reporting on campaigns and overall dealership performance

Administrative account maintenance tasks

VOLUNTEERING AND LEADERSHIP

Team captain

Volunteer baseball coach

Hazelwood Special School District
Volunteer

HEAD BASEBALL COACH • RECRUITS BASEBALL CLUB • 2014 – 2017

Head coach of the 13u Recruits Baseball Club travel baseball team

Private pitching instructor