

Katie Wasilenko Miller

Developer Relations Program Manager, Google Cloud

Summary

N/A

Experience

Developer Relations Program Manager, Google Cloud at Google

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January 2017 - Present

Creating scalable, targeted measurable programs to amplify the reach and impact of developer advocacy efforts within the Google Cloud organization.

Program Lead, Developer Relations Amplification & Engagement at Google

September 2014 - Present

Created and lead the Amplification & Engagement Program for Developer Relations and developer product teams who need to incorporate blogging, social media, 3rd party events, etc into their product release and feedback workflows to reach millions of developers globally.

Product Marketing Manager - Developer Marketing at Google

October 2012 - September 2014 (1 year 11 months)

Product Marketing lead on Google I/O, focused on driving event's brand, marketing and communications strategy. Project manage cross-functional core team comprised of marketing, events, developer relations, product, PR and legal.

Product Marketing Manager, Search Ads at Google

October 2011 - October 2012 (1 year)

Product Marketing Manager, Agency Products at Google

October 2010 - October 2011 (1 year)

Manage product launch communication and marketing strategy for agency and large advertiser account management tools (AdWords Editor, AdWords API, My Client Center) and Google Certification Program.

Agency Sales Development at Google

November 2009 - November 2010 (1 year)

Manage external communications initiatives (ex: newsletter, blog) for strategic agency and search marketing partners, as well as internal communications processes across sales and marketing teams.

Agency Marketing Associate at Google

July 2007 - November 2009 (2 years 4 months)

Plan and execute marketing initiatives aimed at strengthening relationships with strategic agencies (primarily SEMs and interactive shops) and improving ROI and product adoption.

Project Coordinator at Google

April 2007 - June 2007 (2 months)

Managed 3 initiatives focused on improving customer happiness through greater transparency, education and recognition.

AdWords Account Associate at Google

October 2005 - March 2007 (1 year 5 months)

Provided account support and strategy to AdWords advertisers through phone and email correspondence. Focused on offering professional, time-efficient and transparent solutions to account issues and educating clients on product and feature offerings aligned with advertising goals.

Success Coach at InsideTrack, Inc.

2005 - 2005 (less than a year)

Assistant Director of Admissions at Tufts University

September 2000 - September 2004 (4 years)

Managed the application process for the School of Dental Medicine. Ensured that 2000+ applications a year were reviewed in a fair and time-efficient manner, and that the admitted classes adhered to selective acceptance standards. Managed 2 FT employees and 3-4 work-study students. Initiated outreach programs to small liberal arts colleges and HBCUs to increase the size and diversity of the applicant pool. Partnered with Adelphi University, Tougaloo College and Tufts Arts & Sciences and Engineering to strengthen early acceptance arrangements. Increased revenue through application fee policy to justify hiring FT employee.

Sales Associate at City Sports

2000 - 2002 (2 years)

Education

Stanford University

MA, Education, 2004 - 2005

Hamilton College

BA, History, Russian Studies minor, 1995 - 1999

Activities and Societies: Cross Country, Track, Gamma Xi Sorority, Adirondack Adventure, Tour Guide, Orientation Leader, Russian Club, Hillel, Admissions Interviewer

The University of Edinburgh

N/A, History, 1998 - 1998

Activities and Societies: Edinburgh University Athletics Club

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[Contact Katie on LinkedIn](#)