

Aleksandra Miller

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Digital Marketing Specialist: Social Media Management, SEO, Google Analytics, CRM

Summary:

- A metric-driven problem-solver with an eye for creativity who embraces change as an exciting challenge for learning and growth.
- Self-starter with excellent organizational skills, attention to detail that thrives in a fast-paced, multi-project fluid environment.
- Excellent written and verbal communication skills.

Software Skills:

Google Analytics and Google Suite, Salesforce, MS Office Suite, Hubspot and Hootsuite, Wix and WordPress, Qualtrics and SPSS, Trello, HTML/CSS, Adobe Creative Suite

Education:

- Master of Science in Marketing, University of Cincinnati, GPA 4.0/4.0 (Expected May 2023)
 - Core Courses: Marketing Strategy, Digital Marketing Strategy, Marketing Research, Digital Marketing Tools, Branding Strategy, Marketing for Social Change, New Product Development
 - Qualtrics, SEO, paid-media management, social media management, marketing research, AB testing
 - Worked as an MS Marketing Graduate Assistant
- Bachelor of Arts in Communication with a minor in Broadcast Journalism, Berea College, GPA 3.86/ 4.0 (June 2021)
- Bachelor of Science in Business Administration with the Marketing concentration, Berea College, GPA 3.86/ 4.0 (June 2021)
 - Core Courses: Marketing, Consumer Behavior, Marketing Research, Broadcast Journalism
 - SPSS, HTML/CSS, Google Analytics, Trello, content creation

Work Experience:

Digital Marketing and Content Specialist (August 2022 – Present)

University of Cincinnati

The Carl H. Lindner College of Business empowers business problem solvers to tackle the world's challenges.

- Develop a strategic social media calendar to ensure efficient social media posts creation and scheduling
- Create and edit 5 videos encouraging students to apply for service-learning co-op opportunities
- Develop a comprehensive digital marketing campaign from a basic idea and drive it to completion
- Lead content creation for the department to enhance its branding as a leading, innovative office (flyers, videos, social media posts)
- Supervise two undergraduate students and aid them in content creation; 100% task completion and meeting deadlines

Key Achievements:

- Achieved a 27% increase in brand awareness of the service-learning program at the University of Cincinnati

Content and Social Media Associate (August 2019 – June 2021)

Berea College

The Marketing and Communications Department illustrates Berea College's mission by crafting stories in print, electronic, digital, and video formats.

- Raised awareness of Berea College and its mission on social media platforms (100+ posts) while employing consistent messaging and branding, increasing social media engagement by 12%
- Created over 70 graphics and short videos using tools such as Canva and managed social media presence across social media channels using Hootsuite
- Developed over 20 strategies for social media, short-term campaigns, and long-term engagement tactics to position Berea College as an innovative leader in the educational field

Key Achievements

- Completed over 100 digital marketing campaigns including traditions around the world
- Increased the number of followers by 50% on every social media platform within 6 months

Digital Marketing Specialist (May 2019 – July 2019)

Kashmir World Foundation (KwF)

It is a nonprofit organization dedicated to protecting endangered species using technology such as AI.

- Created and implemented 17 marketing and communication campaigns, including awards, presentations, scholarships, and community outreach programs, increasing community awareness of KwF's mission
- Wrote 25 blog posts and articles about KwF's objectives and achieved over 1K views
- Generated content for 2 press releases concerning the programs KwF initiated while enhancing and maintaining relationships with media contacts
- Designed 50 flyers, brochures, advertisements, promotional videos, and email campaigns to position it as a leading, innovative nonprofit organization and promote KwF's services and accomplishments
- Organized 5 events and collaborated in a cross-functional team in a dynamic environment to ensure successful launches

Key Achievements

- Enhanced brand awareness by 25% within the digital space as well as driving website traffic and acquiring leads
- Independently wrote, proofread, and edited creative and technical content across different mediums within tight timeline

Assistant Editor (August 2018 – May 2019)

Berea College

- Wrote 60 articles involving the main issues affecting the Berea College community
- Conducted 90 interviews with students and faculty, increasing the awareness of Berea College's mission by 10%

Key Achievements

- Independently proofread, edited and formatted 100 articles to maintain high-quality of writing

Marketing Research and CRM Specialist (May 2018 – July 2018)

Solutions Journalism Network (SJN)

It is an independent, non-profit organization that advocates an approach of solutions journalism, an evidence-based mode of reporting on the responses to social problems.

- Created and distributed the annual survey to the 100 newsrooms improving the relationships between SJN and their customers by 10%
- Conducted market research to determine emerging trends, market needs, and customer requirements with 600 media outlets

Key Achievements

- Gathered and cleaned up data using Salesforce, increasing the SJN's productivity by 20%

Project Member (Graduate Student)

University of Cincinnati (Master of Science in Marketing)

Market Research to increase sales of Envirofill in retail channels for homeowners in Southwest United States.

(August 2022 – December 2022)

- Created and distributed a survey to 57 people to analyze customer requirements.
- Conducted a focus group with 4 people to determine customers' attitudes toward artificial turf and market needs.
- Conducted AB testing to determine which ad would be more successful.

Key Achievements:

- Gathered and analyzed data to make the best recommendations for USGreentech to increase sales of Envirofill in retail channels for homeowners in the Southwest United States.
- Achieved the project objectives and received a score of 100/100 from the Marketing Research class.

Project Member (Graduate Student)**University of Cincinnati (Master of Science in Marketing)**

Creating and implementing a digital marketing strategy to improve website traffic, and sales of MegMade products. (October 2022 – December 2022)

- Conducted website and social media audit to assess MegMade's digital marketing performance to determine the best marketing strategy.
- Developed sets of KPIs, Smart goals, and budget that ensured the successful digital marketing performance of MegMade.

Key Achievements:

- Gathered and analyzed data to make the best recommendations for MegMade to increase awareness, website traffic, and conversion rates.
- Created a paid, organic, SEO, and email marketing strategy for MegMade that aimed to improve brand awareness and website traffic.
- Achieved the project objectives and received a score of 98/100 from the Digital Marketing Tools class

Certifications and Licenses:

- SEO for beginners
- Product Management
- Google Analytics
- Marketing for Social Change
- WordPress for beginners
- B2B Marketing Foundations
- Certification in Innovation (University of Cincinnati)

Awards:

- Full-Ride Academic Scholarship
- Gough Communication Scholarship Award
- Lambda Pi Eta Communication Honor Society

Groups:

- FUTURE Now Media Foundation (May 2020 – Present)
- ANA Educational Foundation (May 2020 – Present)
- Vice President of Communication and Public Relations of the Cosmopolitan Club (August 2018 – May 2019)
- Anchor for Berea College News & Radio (August 2018 – December 2019)

Links:

- <https://aleksandramiller.github.io/>
- <https://www.linkedin.com/in/aleksandra-ola-miller/>

Languages:

- English (Advanced)
- Polish (Advanced)

Additional Information:**Legal Assistant (July 2021 – July 2022)****Vaco, onsite for Google**

- Screened, analyzed and indexed over 1000 requests from Polish law enforcement with 99.9% accuracy following international and domestic Google policies.
 - Evaluated 100+ legal, time and content-sensitive requests from international law enforcement agencies per week while employing strong organizational, time and project management skills.
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