

JILL MILLER

DIGITAL MARKETER

CONTACT

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EDUCATION

HONOURS ARTS CO-OP

Bachelor of Arts, Honours Psychology

University of Waterloo

August 2023

SKILLS

Social Media

Content Writing

Graphic Design

Video Editing

Photography

Conducting Surveys

Report Writing

Project Management

Data Analytics

Technical and Remote Support

EXPERIENCE

MEDIA RELATIONS AND INTERNAL COMMUNICATIONS COORDINATOR

Waterloo Undergraduate Student Association (WUSA)

January 2023 - April 2023

- Wrote copy for social media posts to inform students of upcoming WUSA events, job opportunities, and services that help undergraduate students connect with their peers and support their wellbeing, press pitches, and articles for the WUSA website
- Led the Student Staff Spotlight multi-platform campaign including Instagram, TikTok, and LinkedIn
 - Researched video trends (e.g. topics, music, transitions, and animations) and what other universities were doing to engage students
 - Coordinated interviewees and videographers, arranged meeting times, and generated questions and lists of camera shots that needed to be captured while filming
 - Provided suggestions on how to make videos more engaging and capture the viewer's attention, coordinated the design of graphics, and scheduled posts
 - Highlighted part-time and volunteer positions and marketed student-run services available to assist students
- Gathered and interpreted social media analytics for a report that included charts, tables, and images and presented findings each month

COMMUNICATIONS COORDINATOR

Waterloo Undergraduate Student Association (WUSA)

September 2021 - December 2021

- Designed engaging graphics, wrote copy, and scheduled social media posts for WUSA's Facebook, Twitter, Instagram, and LinkedIn accounts
- Wrote and proofread articles for the WUSA website showcasing WUSA programs, services, and initiatives
- Edited a 2021-2022 LinkedIn content strategy plan and designed the accompanying report using brand guidelines
- Managed five part-time Communications staff members and led team meetings

ONLINE LEARNING ASSISTANT

University of Waterloo

January 2021 - April 2021

- Database administration and website design
- Built the logic for a streamlined ad-serving platform that scaled
- Educational institutions and online classroom management

SALES ASSOCIATE

Rexall Pharmacy, Waterloo, ON

March 2018 - August 2019

- Maintained inviting, attractive displays while replenishing and rotating stock and updating pricing
- Patiently and promptly resolved customers' concerns and inquiries
- Operated the POS system and lottery terminal by using Star-Plus and the OLG lottery machine to itemize and total customer purchases

SALES ASSOCIATE

Ten Thousand Villages, Waterloo, ON

July 2017 - September 2019

- Maintained inviting, attractive displays while replenishing and rotating stock and updating pricing
- Used three techniques to increase sales such as suggesting add-on purchases, increasing promotion awareness, and monitoring effectiveness of sales techniques through daily tallies
- Enhanced customers' experiences by sharing product features and artist information with customers and assisting with returns and exchanges
- Maintained inviting, attractive displays while replenishing and rotating stock to ensure product availability for customers
- Operated the POS system to itemize and total customer purchases