

# Katie Miller

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## Education

### FASHION INSTITUTE OF TECHNOLOGY

New York, NY // Aug 2012-May 2016  
B.A. Direct & Interactive Marketing

### AMERICAN UNIVERSITY OF PARIS

Paris, FR // Aug 2014-Dec 2014  
Literature & Film Studies

### GENERAL ASSEMBLY

New York, NY // Aug 2015-Nov 2015  
Front-End Web Development

## Skills

MRI+	Sprinklr
Mintel	Google Adwords
SEO	Google Apps
Mac	French
Windows	HTML
MS Office	CSS
Excel	Javascript
Facebook Insights	JQuery
Facebook Advertising	Google Analytics

## Coursework

Internet Marketing  
Database Marketing  
Media Planning  
Direct Marketing  
Advertising & Promotion  
Direct Response Copywriting  
Marketing Research Methods  
Integrated Marketing Communications  
Audience & Media  
Publicity

## Experience

### POSSIBLE

Social Media Intern  
New York, NY // June 2015-Aug 2015  
Daily monitoring of industry trends. Identify industry influencers for partnerships. Write copy for community management responses. Brand competitive reports.  
Internship Project:  
Craft the campaign social strategy. Track social analytics and deliver client social reports. Launch the brand's first Facebook ads. Deliver a social media toolkit for the brand's future reference.

### RECOOP SPA

Marketing & Social Media Intern  
Bellevue, WA // July 2014-Aug 2014  
Develop and execute the spa window display. Manage all social media channels. Track marketing efforts via customer surveys. Coordinate community marketing events.

### THEORY

Ecommerce & Digital Marketing Intern  
New York, NY // Feb 2014- May 2014  
Support digital marketing team with marketing tracking via Google Analytics. Write product copy for Theory.com. Assist on set of product photo shoots for Theory.com.

### DORIA SANTLOFER

Fashion Styling Intern  
New York, NY // Jan 2013-Dec 2013  
Contact public relations firms for scheduling. Manage sample pick-ups and returns from public relations showrooms. Assist on set of magazine and advertising photo shoots.

### NORDSTROM

Seasonal Sales Associate  
Bellevue, WA // June 2009-Dec 2013  
Assist with customer needs and schedule customer appointments. Meet daily sales goals. Merchandise clothing and accessories.