

Skills

Proficient in Microsoft Office Suite

Proficient HTML5 and CSS3

S.E.O.

Aptitude to learn new software quickly

Proficient in Adobe Suite (InDesign, Photoshop, Illustrator)

Proficient in Final Cut Pro X

Effective written and verbal communicator

Ability to problem solve and implement solutions

Able to adapt to different settings

Knowledge of effective social media strategies

Proficient with Wordpress

Kyle Miller

Miller-Kyle@outlook.com

Kmiller6.github.io

(503) 347-0537

Objective

To gain experience in strategic planning or in account services, while working for a company that allows me to demonstrate my skills and contribute to meaningful work.

Education

University of Oregon

Bachelor of Science in Journalism: Advertising (March 2016)

Minor in Business Administration

Social Media Club Member

Experience

Delmain Analytics

Digital Marketing Intern (April-July '16)

Worked on day-to-day activities involving the fundamentals of digital marketing, including search engine optimization (S.E.O), digital advertising, social media, and content marketing. Specifically learned how properly optimize websites, perform link acquisition, build local citations for local S.E.O., create content, and complete competitive analyses. In addition, I was tasked with various other projects related to digital marketing campaigns, such as HTML projects, generating blog posts and other general marketing duties.

Copper River Salmon

Advertising Student Strategist/Media Planner (Jan-March '16)

Created an entire advertising campaign with a team of other students at the University of Oregon. Collected and analyzed data on consumers, and the salmon market. Defined the target market and created a strategy that would be successful. Researched print and digital media outlets to find where to reach our customers during times of high receptivity. Ensured our strategy was reflected in our final executions. Client was highly satisfied with the campaign and is considering implementing proposed ideas.

Omission Beer

Advertising Student Media Planner (June-August '15)

Researched consumers of niche specialty beer markets to gain deep understanding of consumer preferences. Defined a narrowly tailored target market for gluten free beer and the frequency of which we would reach them. Developed creative ways to reach this audience through a variety of media tactics and events. Client found our tactics attainable and effective.

Eugene Emeralds Baseball Team

Usher (June-Aug '14)

Utilized problem solving and communication skills in managing customer seating arrangements. Specialized in customer service for spectators with physical disabilities. Role required excellent management skills, ability to work with a diverse group of customers, and organizational skills in scheduling transportation for event attendees.