

# Miranda C. Miller

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## EDUCATION

**Indiana University**, Bloomington, IN

May 2026

Bachelor of Arts in Media: Creative Advertising | Minor: Marketing & Web Design

Honors: Dean's List (Fall 23)

GPA: 3.52

## EXPERIENCE

**Southlake Automation**, Merrillville, IN | *Business, Marketing, and Advertising Intern*

May 2020 – Present

- Manage field hours per project using Microsoft products such as Excel and SQL Server
- Develop content using Adobe Illustrator, Photoshop, and Canva to build the company's online presence by 200 followers on Instagram and 300 followers on LinkedIn, targeting clients in the packaging and material handling industries and potential employees
- Manage invoices and purchase orders through Intuit QuickBooks, ensuring smooth transactions with customers
- Develop brand identity and recognition through designing business cards, a van logo, T-shirt logos, banners, and brochures

**Winslow Ranch Marketing**, Bloomington, IN | *Marketing and Advertising Contractor*

August 2023 – Present

- Collaborate with clients such as Bucceto's, Bloomington Parks and Recreation, and the University of Sewing to create effective long-term advertising campaigns, including sales promotions and event promotions, increasing engagement by as much as 3,000 in 3 months
- Manage 10+ accounts for different clients across mediums such as Instagram, Facebook, and Google Reviews, ensuring consistent brand messaging and engagement by growing reach by as much as 20,000 in 3 months
- Travel to client events and produce on-site content to capture key moments and promote client offerings
- Develop compelling visual content using Canva and Meta Business Suite to enhance brand presence and drive audience engagement

## CAMPUS ENGAGEMENT

**Indiana Daily Student** | *Student Government Beat Reporter*

June 2023 – Present

- Wrote 30+ articles on key focus points such as advocacy agendas, investigations run by the Committee on Oversight and Finance, and bills passed through Congress floor
- Conduct interviews with student government members and representatives to ensure accurate and reliable information
- Photograph meetings and investigation hearings to provide visual context and accompaniment to the audience

## ORGANIZATIONS

**The Ad Club** | *Account Management Team*

August 2023 – Present

- Meet with clients to discuss their visions and goals regarding the companies' branding, positioning, and advertising strategies to deliver effective campaigns and generate brand recognition
- Collaborate with creatives and strategists to build a creative brief and campaigns that will deliver lasting results to the client

**Women in Media** | *Member*

August 2023 – Present

**Bookmarked** | *Member*

January 2024 – Present

## SKILLS

Microsoft Office 365, Word, PowerPoint, Excel, Access, SQL Server, SharePoint, Teams | Adobe Illustrator, Photoshop, Premiere, InDesign | Computer Programming Languages (SQL, HTML, CSS) | Timeclock Plus | Canva | Intuit QuickBooks