

ANNE MARIE MILLER

Digital Marketing and Communications

EDUCATION

B.A. in Communications

Minor in Interdisciplinary Humanities

Brigham Young University

Graduation: 2020

CONTACT



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SKILLS

- Client Relations
- Vendor Management
- SEO
- Adobe Creative Suite
- Shopify
- Paid Social
- Strategic planning
- Platform management
- Paid Search
- Qualtrics
- Mailchimp
- Wordpress
- Shopify
- Google Ads Search Certified
- Google Analytics Certified

WORK EXPERIENCE

Angel Studios | Provo, Utah

- **Marketing Manager** | September 2021 - Present
- **Head Ad Buyer** | September 2020- September 2021
- **Digital Marketing Specialist** | February - September 2020
 - Represented clients' interests in vendor relationships
 - Reported on analytics and insights in weekly meetings with clients
 - Strategized paid social plans based on seasonality
 - Developed new creative for ads based on data in line with brand
 - Directly oversaw daily digital marketing budget of \$10,000+
 - Managed campaigns on Facebook, Google, Reddit, Snapchat and TikTok
 - Ran email marketing and app notification efforts
 - Created all product ads for Angel Studios show *The Chosen*

Google OMC | Account Manager

January - April 2020 Provo, UT

- Oversaw ad spend of \$10,000 in Google Search Ads
- Lead team in full Search Ad campaign execution for non-profit
- Implemented client goals in campaign strategy and planning
- Organized client relations and research including ad groups and keywords

Y Digital | Digital Marketing Specialist

September 2019 - April 2020 Provo, UT

- Completed Q4 global sentiment analysis report for a Fortune 100 company
- Managed start-up's Facebook and Google ads including A/B testing
- Collaborated with peers to produce content marketing strategy and design
- Conducted SEO research and social listening for billion dollar company

Tara Teaspoon Inc. | PR Intern

June - September 2019 New York, NY

- Scheduled and refined blog content for social media channels
- Researched and wrote weekly blog posts for food blog
- Regularly implemented SEO research results into blog posts
- Wrote and designed weekly newsletters to boost engagement and increase subscriptions.