

# ANNE MARIE MILLER

## Digital Marketing and Communications

### EDUCATION

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#### B.A. in Communications

Minor in Interdisciplinary Humanities

Brigham Young University

Graduation: 2020

### CONTACT

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801-837-5867



[annemariemiller44@gmail.com](mailto:annemariemiller44@gmail.com)



[annemarie-miller.com](http://annemarie-miller.com)



[linkedin.com/in/annemariemiller](https://linkedin.com/in/annemariemiller)

### SKILLS

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- Adobe Creative Suite
- Client Relations
- Google Analytics Certified
- Mailchimp
- OTT Experience
- Paid Search
- Paid Social
- Platform Management
- Qualtrics
- Wix
- Wordpress
- Shopify
- Social Media
- Strategic Planning
- Vendor Management

### WORK EXPERIENCE

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#### Angel Studios | Provo, Utah

- **Marketing Manager** | September 2021 - Present
- **Head Ad Buyer** | September 2020- September 2021
- **Digital Marketing Specialist** | February - September 2020
- Managed campaigns on Facebook, Google, Reddit, Snapchat and TikTok
- Directly oversaw daily digital marketing budget of \$10,000+
- Key Player in all major campaign launches for *The Chosen*
- Represented clients' interests in vendor relationships
- Initiated influencer outreach for micro and macro influencers
- 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
- Ran email marketing and app notification efforts

#### Google OMC | Account Manager

January - April 2020 Provo, Utah

- 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, Utah

- 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, New York

- 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.