

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

- Adobe Creative Suite
- Client Relations
- Data Analysis
- Google Analytics
- Mailchimp
- Microsoft Office Suite
- Paid Search
- Paid Social
- Platform Management
- Wix
- Wordpress
- Shopify
- Social Media
- Strategic Planning
- Vendor Management

WORK EXPERIENCE

Paperless Post | Paid Social Manager

August 2022 - Now New York, New York

- Manages all social advertising across Pinterest, Facebook and Instagram
- Creates ad strategy in collaboration with design and social teams
- Generates weekly reports on campaign analytics
- Responsible for paid social strategic planning

Angel Studios | Marketing Manager

September 2021 - August 2022 Provo, Utah

- **Head Ad Buyer** | September 2020- September 2021

- **Digital Marketing Specialist** | February - September 2020

- Directly oversaw daily digital marketing budget of \$10,000+
- Represented clients' interests in vendor relationships
- 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.