

PROFESSIONAL PROFILE

Right-brained creative. Content curator. Social strategist. Brand storyteller.

My creative experience, showcased at amyjomiller.weebly.com, illustrates my ability to:

- Create original content and build integrated communication strategies for a variety of platforms, including landing pages, web pages, email campaigns, social media, and other marketing collateral
- Research products/services and target audiences to develop emotional connections in campaign copy and concepts
- Translate detailed, technical jargon into understandable, concise and compelling content
- Successfully develop creative copy and art direction while conforming to various styles, including AP, Chicago, and company-specific
- Apply SEO/SEM principles and strategies
- Understand design elements and aesthetic, with an extreme eye for detail
- Analyze campaign effectiveness and adjust based on results

The leadership and management responsibilities I've been given prove my ability to:

- Provide high-caliber content, creative direction and strategy development
- Comfortably integrate feedback from various stakeholders
- Build a creative team culture that maximizes employee output and ability
- Meet tight deadlines and execute under pressure
- Balance multiple managerial tasks as well as my own projects and deadlines
- Edit with accuracy and attention to detail

EXPERIENCE

Colorado State University OnlinePlus
4/11-Current; Fort Collins, CO

Creative/Content Manager – Develop messages that engage prospective students, achieve strategic and brand goals, maximize customer acquisition and conversion rate, and incorporate SEO when applicable. Manage social media content and strategy. Develop strategic solutions to enable continuous improvement in the effectiveness of communications. Manage the creative process from conceptualization through design, approvals and editing, including working with a team of graphic designers and writers to ensure a consistent brand identity. Manage collateral print requests. Develop and manage a web content strategy that ensures SEO optimization and maximum user engagement. Coordinate bi-annual custom stock photo shoot. Diplomatically balance the conflicting needs and desires of dedicated program staff and university departments.

Notable Achievements

- 2013 MARCOM Platinum award - Video/Film/Educational Institution
- 2013 MARCOM Platinum award - Motion Graphic Video
- 2013 MARCOM Gold award - Writing/Web Copy
- Development and management of a website content strategy that maximizes user engagement and SEO optimization
- Development and maintenance of creative briefs for each CSU OnlinePlus degree
- Development of first campaign strategy and degree campaigns that give marketing collateral a consistent brand identity and message.

AMY JO MILLER

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American Animal Hospital Association (AAHA)

11/06-3/11; Lakewood, CO

Copywriter/Editor – Successfully write compelling copy for all Association collateral, tailoring it to the audience and media. Provide art direction on creative to a team of designers. Served as editor for two member publications, one consumer e-newsletter, and a branding/social media blog. As such, I was responsible for managing a team of writers and editors, maintaining a budget for each publication, conducting readership analyses to target opportunities, and supervising the entire publication process from content development through distribution.

Notable Achievements

- 2009 Stevie Awards Finalist, Trends magazine media kit
- 2009 Davey Gold Medalist, Trends magazine media kit
- 2009 Davey Silver Medalist, Pre-media kit teaser - USB mailer
- Involved in the development of four commercials for Animal Planet as part of the first international advertising campaign in the Association's history
- Increased readership of consumer e-newsletter by 95 percent

Stenbakken Photography

2/06-11/06; Greeley, CO

Marketing Manager – Lead generation. Creation and implementation of marketing plan. Manage 18-month fiscal marketing budget. Assist and oversee planning, design and production of marketing materials. Negotiate contract fees and terms.

Notable Achievements

- My PR efforts and drive to expand client base resulted in several mentions in local media, as well as several new clients in the Denver area.

EDUCATION

University of Nebraska at Kearney

Bachelor of Science, May 2005

Major: Journalism - Mass Media

Minor: Business Administration

GPA: 3.9

Notable Achievements

- Magna Cum Laude

REFERENCES

Jennifer Eyden, Marketing Manager, Colleague

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Anne Oaks, Assistant Director of Web Communications, Supervisor

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Erin Martin, Marketing Manager, Colleague

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