

BROOKELYN MILLER

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MEET ME

I am a marketing professional with five years of experience in B2B marketing and journalism. My specialities are campaign creation and brand management, and I aim to elevate brands with my out of the box ideas and creative spirit.

ACADEMICS

BACHELOR OF ARTS IN COMMUNICATION

Washington State University; major in Broadcast Media and minor in Strategic Marketing Communication

SKILLS

- Proficient in Adobe CC Suite including Illustrator, Photoshop, Premiere Pro, and Indesign; as well as Wordpress, Shopify, Constant Contact, Mailchimp, Powerpoint and Excel.
- Google Analytics, website UX/UI, optimizing web content, email marketing and targeted campaigns
- Professional photography and videography experience, location scouting, product placement and shoot planning, shot list creation and storyboarding
- Copywriting for print and digital platforms
- Highly motivated, organized, and self-sufficient, thrives in fast-paced environments

CAREER BACKGROUND

BRAND MARKETING MANAGER

HPG, 2019 - current

- Manage two of the eight brands that make up HPG (Hub Promotional Group) and teams in California and Canada
- Strategically plan and manage email marketing automation and engagement campaigns to propel brand's message across digital and print sales channels
- Run creative, engaging customer-facing marketing campaigns weekly
- End-end project management and team leadership
- Track sales analytics and conduct regular market research and competitor analysis to ensure our tactics and pricing remain competitive and relevant

CONTENT MARKETING MANAGER

HPG, 2018-2019

- Optimize digital content for brands through Google SEO, social media analytics, and data monitoring
- Managed content for our largest company's rebrand, Hub Pen, consisting of photography, videography, and copy for more than 1,000 skus
- Launched SOPs to improve and streamline processes
- Elevated brand websites through creative assets, lifestyle photography and campaign collateral
- Write video scripts for various marketing campaigns

CONTENT MARKETING COORDINATOR

ORIGAUDIO, 2017-2018

- Manage all outward facing marketing media such as videos, email blasts, and printed/digital sales collateral
- Ensure content on all digital and printed platforms is optimized, well done, and on-brand
- Write blogs, newsletters, press releases and web copy as needed
- Conduct monthly product photo and video shoots for 50-100 SKUs, adhering to brand guidelines