

a. micah mills

STORYTELLER & MARKETING PROFESSIONAL

CONTACT

Location
Austin, Texas
United States

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Email
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EDUCATION

Texas A&M University
B.S., Agricultural
Communications and
Journalism

SYSTEMS

Adobe Creative Suite:
Acrobat Pro
InDesign
Illustrator
Lightroom
Photoshop

Asana
Hootsuite
Jira
MailChimp
Salesforce Social Studio
Squarespace

CERTIFICATIONS

Facebook Certified Digital
Marketing Associate
Hootsuite Certified
Twitter Flight
School Certified

EMPLOYMENT

Assembly March 2022 – April 2022
Social Media Manager

- Managed content strategy and calendar across Instagram, Facebook, LinkedIn, Pinterest, and TikTok with a following of nearly 10K, 1M+ impressions, and 50K email subscribers
- Self-produced content from shoots and events and repurposed existing content to fit different platforms
- Developed social strategy with action plan to increase social cadence, content variation, and expansion to other social channels
- Guided creative team in content ideation and creation for blogs, newsletters, and captions

met/gal art + advisory October 2020 – March 2022
Marketing Manager

- Led all marketing and brand strategy including: holistic digital footprint, vendor management, event planning, and employee and client touchpoints
- Worked with Sales to provide collateral and proposal creation, securing over \$1M in revenue with a projection of \$2M+ the two years following
- Designed, coordinated, and executed event marketing campaigns with an average email open rate of 45%
- Directed ongoing, nationwide project video and photo shoots including logistics for both pre and post-production
- Managed various agencies, printers, vendors, and freelancers for creative needs
- Redesigned website in first 90+ days to ensure mobile responsiveness, accessibility company values, and aesthetic represented the current brand

GoDaddy April 2019 – October 2020
Creative Marketing Specialist

- Managed social media and brand strategy for 20,000+ small businesses
- Executed boostable designs, parameters, and campaigns for Facebook Ads
- Spearheaded DEI conversations to create a more diverse stock photo library that was more culturally inclusive of people of color, the LGBTQIA+ community, and people with physical disabilities
- Created training for content team to adhere to National Association of REALTORS® social and ad guidelines to avoid discrimination, raising compliance by 90% in three months

Locale February 2018 – March 2019
Marketing Coordinator

- Managed all day-to-day marketing efforts across 10 properties in three cities
- Organized planning and execution of 2,500+ person SXSW travel event to create buzz about travel startups and launch new product
- Developed and executed social media content initiatives with an organic increase in followers of 1500%
- Recruited social influencers to gain awareness, build relationships, and generate content
- Directed and staged product, lifestyle, and instructional photo and video shoots

STG Design September 2015 – March 2018
Marketing Coordinator

- Managed marketing campaigns by analyzing data and trends, organizing content calendars, and setting and tracking a budget; increased email subscribers and CTR by 10%+ each campaign and grew social followers by 40%
- Created collateral, proposals, and presentations (given by C-suite) for clients ranging from small and local to multinational tech companies; improved processes, resulting in 25% more shortlisted and won projects
- Led company's 40th Anniversary Committee to plan year-long social campaign ending in a 300+ person event to commemorate company milestone