

Johannah Miller

Social Media | Marketing | Content

EXPERIENCE

Social Media Marketing and Expert Success Manager ExperChat | Reston, VA | Jan 2017-Present

- Manage social media strategy and publishing to Facebook, Instagram, Pinterest, Twitter, and YouTube
- Script and produce Facebook live videos, from informal conversations about fashion and beauty to planned interviews
- Plan and produce social media imagery and digital marketing materials with approval from the Creative Lead
- Ideate and pen posts for the ExperChat Fashion & Beauty Blog
- Recruit professional makeup artists, hair stylists, skin care specialists, and personal stylists to join the Expert community
- Onboard and train all fashion and beauty professionals in the Expert community on how to use the ExperChat platform
- Own all communication with Experts, including email campaigns through MailChimp and Salesforce
- Act as a liaison between the PR agency and Expert community to spotlight our Experts in local and national digital and print media

Social Media Coordinator | Time Warner Cable Business Class | Herndon, VA | Feb 2016-Jan 2017

- Managed an employee advocacy program that enabled 700 salespeople to use social selling techniques in the sales process
- Curated content and crafted social media messaging for sales teams
- Educated employees on social selling best practices through one-on-one sessions, one-sheeters, tutorials, and live webinars
- Planned social campaigns to support vertical marketing efforts
- Collaborated with an agency to strategize and produce content for Twitter, Facebook, LinkedIn, Slideshare, YouTube, and Google+
- Managed internal communications with employee advocates through Eloqua and SocialChorus
- Acted as a liaison between agencies and internal departments

Social Media Assistant | O'Neill's Grill Harrisonburg, VA | Oct 2014-Feb 2016

- Planned and published posts to Facebook, Twitter, and Instagram
- Ran Facebook ads that boosted holiday gift card sales by 27% YoY
- Increased organic daily total impressions by 66% YoY, maintained an organic average daily reach of 563 people on Facebook
- Established branding guidelines and designed a new website, menus, and print and digital advertisements
- Partnered with bloggers and organizations to host unique events
- Photographed food and events to support marketing materials
- Managed the responsibilities of the social media intern

EDUCATION

Integrated Advertising and Corporate Communication, B.S.

School of Media Arts & Design

James Madison University Class of 2015

Achievements: *Honors Program Fall 2011-Spring 2013*

Dean's List Spring 2014, May 2015

CONTACT & LINKS

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STRENGTHS

- ★★★★★ Social Media Planning and Management
- ★★★★★ Social Media Measurement
- ★★★★ Social Media Advertising
- ★★★★★ Blog Content Creation and Management
- ★★★★★ Adobe InDesign, Photoshop, Illustrator
- ★★★★★ Video Production, Post-Production
- ★★★★★ Community Management
- ★★★★★ Email Marketing, Salesforce, Mail Chimp
- ★★★★★ Employee Advocacy and Sales Enablement
- ★★★★★ Print & Digital Collateral Design

ACTIVITIES

Volunteer | JMU MetroDukes

Attend volunteer events hosted by my local alumni chapter

Blogger | She's Social Savvy

Write about social media trends and best practices

Volleyball | Time Warner Cable

Played in summer and competitive company leagues