Elizabeth Miller

Target-oriented, digital marketing and communications leader, with extensive experience (over 20 years) in the digital marketing world. Knowledge of web technologies and high-level understanding of marketing tactics and enterprise business scenarios. Meticulous and diplomatic manager, Certified Scrum Master with a background in the Software Development field.

# EMPLOYMENT

2011 - Present MARKETING DIRECTOR– Global Holdings International LLC

* Designed and developed a 30-60-90 day sales/marketing plan which completely turned around an almost bankrupt agency in-house.
* Led product introduction orientations for a new internship plan which recruited a total of 37 student interns, which helped execute the 30-60-90 plan.

2008 - 2011 MARKETING MANAGER– Lakewood Wholesale

* Conceptualized and identified KPIs and tracked performance metrics on a team of marketers and salespeople.
* Designed and developed a B2B marketing campaign with return on investment of over 200% the expected gains.

2005 - 2008 MARKETING ASSISTANT – Green Energy United

* Coordinated the production of all marketing materials, including website landing pages, videos, email and newsletters.
* Managed corporate communications on campaign results, strategies, and ongoing productions.

2003 – 2005 WRITER – Constant Content

* Wrote targeted content for a period of 6 months – wrote email, newsletters, articles, and other written content.
* Designed and developed content quality guidelines, topical manuals, and other resourceful data for a team of 20 copywriters.

# EDUCATION

2001 – 2003 BACHELOR of communication – Columbia MS University

# AWARDS

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