

Richard “Avery” Miller

210-514-0334 | amillerconnect@gmail.com | Dallas, TX

OVERVIEW

Result-oriented communication, social media, and digital media professional with multifaceted experience in advertising, content creation, and continual revenue generation. Expertise in enhancing business development through increased brand awareness, cultivating relationships, and implementing strategies that align with goals. Skilled at working interdepartmentally to manage projects, evaluate processes, and lead data-driven decision-making. Thrives in both an individual and team environment.

EXPERTISE

Social Media Management | Content Creation | Marketing & Advertising | Brand Awareness | Revenue & Lead Generation | Data Analytics | Process Improvement | Logistics Coordination | Business Development | Relationship Building | Project Management | Team Communication & Collaboration | Strategic Planning & Implementation | Data-Driven Decision Making

PROFESSIONAL EXPERIENCE

Marketing Specialist: Minuteman Power Technologies | JUL 2023 – PRESENT

Oversee Google Ads PPC (pay-per-click) by creating campaigns, appropriately budgeting, identifying trends, and overall generating positive website traffic. Produce, schedule, and execute social media/website content by strategizing, using photography, editing, and creating graphics. Schedule and execute weekly/monthly email campaigns. Assist in event planning for our regional sales representatives across the United States and Canada.

Social Media Manager: Lara Logan, Independent Journalist | MAR 2022 – PRESENT

Manage various social media platforms by executing content, identifying trends, writing/editing copy, monitoring messages and comments, and developing strategic digital plans and ideas to increase growth.

Social Media Manager/Marketing Specialist: Versacarry | NOV 2022 – APR 2023

Oversaw all social media accounts by creating content, analyzing engagement data, identifying trends, taking photographs, editing photos and videos, running ads, posting content tailored to each social media platform, replying to messages, and consistently having content prepared for daily posting.

Student Social Media Assistant: 12th Man Creative, Texas A&M University | FEB 2020 – DEC 2021

Developed social media content regarding a multitude of sporting events for Texas A&M University athletics program. Managed projects and tasks based on ever-changing needs.

- Worked interdepartmentally to create and implement social media strategies to deliver best results.
- Ensured accurate branding for the university across all content to drive awareness.
- Built social media following within various platforms to foster a positive reputation.
- Cultivated relationships through social media interactions, generating leads and profitability.

Freelance Social Media Strategist: Flags for Good | JUNE 2021 – SEP 2021

Led social media strategy by working with a multitude of teams to ensure successful execution. Collaborated with the founder and business owner to develop and deploy social media content.

- Supported business growth and social media presence through various strategic initiatives to meet KPIs.
- Utilized numerous social media platforms to produce awareness, leads, and revenue.
- Analyzed practices and methods to make continuous improvements and data-driven decisions.

Social Media Marketing Intern: Restech | JULY 2019 – NOV 2019

Managed social media platforms including Twitter, Facebook, LinkedIn, and Instagram while utilizing e-clincher platform for post coordination. Continually ensured alignment with company objectives.

- Supported team in the brainstorming of content creation to enhance organizational growth.
- Monitored engagement on social media sites to boost overall brand awareness.

EDUCATION & TECHNICAL SKILLS

Bachelor of Science: Telecommunication Media Studies | Texas A&M University | DEC 2021

Certifications: Google Ads Creative (ID: 74315894), Google Ads Measurement (ID: 152971585)

Tech Skills: Adobe Suite, Airtable, Big Commerce, Canva, DSLR Photography, Gleam, Google Ads, Google Analytics, Google Suite, MailChimp, Microsoft Office Suite, WordPress

Social Media: Gettr, Facebook, Instagram, LinkedIn, Locals, Pinterest, Reddit, Truth Social, Twitch, X (Twitter), YouTube

OTHER

Portfolio Website: richardaverymiller.com

Founder: onepiecesociety *Instagram Account* (44,000 followers)