

# Becca Miller

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## Professional Summary

Strategic social media marketer with 9+ years of experience leading content strategy, audience growth, paid social campaigns, and digital storytelling across agency and in-house environments. Experienced in developing platform-specific content, managing multi-account portfolios, analyzing performance metrics, and building engaged online communities across multiple industries. Proven success driving audience growth through trend-driven content, short-form video strategy, and data-informed social campaigns.

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## Professional Experience

### InspireNOLA Charter Schools

**Social Media Manager** | July 2023 – Present

- Lead social media strategy and content development, creating platform-specific content across Instagram and Facebook.
- Grew social audiences by approximately 6,000–8,000 followers annually through trend-driven content, community storytelling, and consistent audience engagement.
- Produced short-form video content with multiple videos surpassing 100K+ organic views.
- Increased annual Instagram impressions to an average of over 1 million through strategic content planning, Reels optimization, and real-time event coverage.
- Manage paid and organic social campaigns, including content calendars, platform strategy, analytics reporting, and community management.
- Collaborate with school leaders, staff, students, and community partners to create authentic storytelling campaigns that strengthen brand visibility and engagement.
- Direct and capture photo and video content for social campaigns, including short-form video production and event coverage.

### Gatorworks

**Social Media Strategist** | December 2021 – July 2023

- Developed social media strategies and monthly content calendars for clients across hospitality, government, nonprofit, aesthetics, and real estate industries.
- Managed portfolios of 5–8 client accounts simultaneously while maintaining brand consistency and engagement goals.
- Researched emerging social media trends and platform updates to create timely, audience-focused content strategies.

- Created original social content, wrote captions and platform-specific copy, and directed creative execution for campaigns.
- Managed community engagement and client communication to strengthen audience relationships and brand presence.
- Assisted with paid social campaign management and reporting.
- Directed and captured photo and video content for client campaigns, including short-form video assets.

## **Uptown Girl Media**

**Executive Account Manager** | December 2020 – November 2021

- Managed multiple client accounts simultaneously, overseeing content strategy, publishing schedules, and campaign execution.
- Created original content and platform-specific copy tailored to each client's audience and brand voice.
- Led community management efforts and maintained strong client relationships through regular communication and strategy discussions.
- Built and presented analytics reports to clients, providing strategic recommendations based on campaign performance.
- Supervised interns and supported internal workflow management.
- Directed and coordinated visual content creation for social media campaigns.

## **MLCWorks**

**Digital Marketing Coordinator** | May 2019 – October 2020

- Supported integrated digital marketing initiatives across social media, email marketing, SEO, SEM, website content, and e-commerce platforms.
- Conducted content audits, metadata optimization, QA reviews, and competitive analysis to improve digital performance.
- Assisted with paid advertising campaigns, including YouTube, SEM, and display ads.
- Supported social media management, analytics reporting, and content development for client accounts.
- Assisted in developing original digital content aligned with client branding and campaign goals.

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## **Education**

**Loyola University New Orleans**

**M.S. Marketing & Communications**

**Loyola University New Orleans**

**B.A. Mass Communication, Journalism**

Minor in Psychology