

Miller Bradford

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EXPERIENCE

Project Sunshine

Mar 2021 – Present

Content Marketing Coordinator

- Increased open rate from low-20's to an average of 50% on weekly email newsletter to largest constituency
- Led copy and design creation on program marketing materials for use with leading hospitals and non-profits
- Created all social media content and managed partnerships with celebrities, influencers and partners

Social Media Coordinator

Dec 2019 – Mar 2021

- Created strategic social media calendar, content and guidelines across all major social channels
- Grew followers by more than 40% on Instagram, 60% on LinkedIn, and doubled YouTube subscribers in 2020

National Parks of New York Harbor

Visual Information Specialist Intern

Feb 2019 – June 2019

- Developed original social content to communicate park's interpretive themes
- Increased engagement across social media by an average of 200%

Freelance Copywriting and Content Creation

Sundays Studios

Jan 2019 – Sep 2019

- Increased social engagement by 60% and produced company's highest-engagement posts
- Created branded site-wide copy for website rewrite

Blinc Cosmetics and Pretty Vulgar Cosmetics

Nov 2018 – Jan 2019

- Developed CPG copy tailored to each brand's voice and audience
- Created Pretty Vulgar's first copy and brand style guide

Freshmade Brands

Sep 2018 – Mar 2019

- Crafted headlines and long-form content for Publix Supermarkets' weekly emails.
- Developed thought-leadership articles, CPG, e-commerce, email, and social copy, in-house and for clients including Frieda's Specialty Produce, and B & W Quality Growers

Freshmade Brands

Junior Project Manager

Feb 2018 – Sep 2018

- Managed production schedule, proofed content, and wrote copy for firm's largest account
- Collaborated with clients to develop strategic content that met their needs
- Led re-branding project for local non-profit Urban Paradise Guild

Bering Land Bridge National Preserve

May 2017 – Aug 2017

Multi-Media Intern & AmeriCorps Member

- Produced highest viewed videos in park's social media history
- Created copy and design prototypes for new interactive website

EDUCATION

University of Florida

July 2013 - May 2017

Bachelor of Science in Business Administration with a major in Economics;

GPA 3.67

Minor in English

RECOGNITION

- Writer & Director *Girls Can Basketball*; Selected for Newhouse Film Festival & New York Comedy Festival 2019
- Writer & Director *Submersion*; Second place at the Embarras Valley Film Festival 2018
- Writer & Director *The Game Theory*; Finalist at the Key West Film Festival Student Showcase 2016

SKILLS

• Copywriting • Proofreading • SEO • Editing • Project Management • Video Editing • Social Media Management • Script Writing • Adobe Premiere, Illustrator, InDesign, Photoshop • Content Creation and Strategy • Email Marketing • Photography and Videography