

01

BRITTANY MILLER

ABOUT

AVAILABLE FOR

- Leadership Roles
- Project Management
- Creative Design
- Contract/Freelance

MOTIVATED BY

- Psychology
- Trends
- Overcoming Challenges
- OCD

ATTRIBUTES

- Creative
- Collaborative
- Time Efficient
- Communicative
- Team Oriented

MY WEBSITE

brittany-miller.webflow.io



WHO I AM:

A highly skilled Digital Strategist with over twelve years of experience specializing in media buying, PPC management, and compliance for a range of industries including B2B, SaaS, and medical. Adept at developing data-driven strategies that optimize ad spend, improve ROI, and ensure adherence to regulatory compliance standards. Experienced in managing large and small scale PPC campaigns across platforms such as Google Ads and LinkedIn.

EDUCATION:

- **Clayton State University**
2005 - 2009
- **University of Georgia**
2009 - 2010

BRITTANY MILLER
EXPERIENCE
02

KEY SKILLS

PPC Management
Media Buying
Media Optimization
Compliance Management
User Research
User Personas
User Journey
Cross-Channel Campaign
A/B Testing
ROI/ROAS Optimization
CRO
Data Analysis
Agile & Scrum

GREENSHADES 2022 - PRESENT
CREATIVE MANAGER

- Managed PPC campaigns on Google Ads and LinkedIn with a \$15,000 monthly budget, optimizing performance to reduce CPC by 25% and increasing click-through rates by 18%.
- Developed and executed cross-channel media buying strategies, focusing on lead generation and brand awareness.
- Spearheaded compliance-related projects ensuring marketing materials met internal regulatory standards similar to IRB, mitigating risk and aligning with industry best practices.
- Collaborated with marketing and product teams to build a UX-focused digital strategy, boosting MQLs by 500%.
- Increased organic traffic by 159% through strategic SEO, PPC integration, and landing page optimization.

FREELANCE 2020-2021
MEDIA BUYER & UX DEVELOPER

- Focused heavily on media buying, managing PPC campaigns across Google Ads, Facebook Ads, and other platforms for medical clients, driving an average of 20% growth in ROI.
- Submitted and managed IRB protocols for medical clients to ensure compliance with healthcare regulations during advertising campaigns.
- Designed and implemented high-conversion landing pages and paid media campaigns to support marketing efforts.
- Specialized in optimizing ad spend for B2B and medical clients, ensuring campaigns adhered to legal and compliance requirements, including HIPAA and IRB standards.
- Managed marketing needs for several clients, including SEO, email marketing, PPC, reporting, and more.

KALIDY 2019 - 2020
UX DEVELOPER & MEDIA BUYER

- Managed cross-channel media buying campaigns for B2C clients, focusing on maximizing return on ad spend (ROAS) and reducing customer acquisition costs (CAC).
- Developed media buying strategies across Google Ads, Facebook, and Instagram, increasing lead generation by 30%.
- Conducted competitive analysis and audience segmentation to optimize targeting for digital campaigns, increasing overall engagement by 25%.

ARTEX CREATIVE 2015-2018
UX/CREATIVE DIRECTOR

- Utilizing a human-centered model, worked closely with businesses to design brand and brand identity to connect with consumers and improve brand loyalty and awareness.
- Managed high-conversion inbound and outbound marketing campaigns - designed with the intent to optimize ad cost while increasing exposure
- Work within a startup environment to help implement procedures and policies to manage needs.

APPSOFT DEVELOPMENT 2013-2015
LEAD CREATIVE UX DESIGNER

- Developed visual “storytelling” website design experiences to increase conversion rates.
- Designed mobile responsive websites to be fully search engine optimized.
- Worked with high-profile clients to successfully manage all creative assets and multimedia for marketing collateral.

BRITTANY MILLER
03 EXPERTISE

SOFTWARES

Photoshop	●●●●●
Illustrator	●●●●●
Adobe XD	●●●●●
Figma	●●●●●
Dreamweaver	●●●●●
Visual Studios	●●●●●
Git/FTP	●●●●●
After Effects	●●●●●
Premier Pro	●●●●●
Blender/C4D	●●●●●
MS Office Suite	●●●●●
HTML 5	●●●●●
CSS 3	●●●●●
PHP	●●●●●
JavaScript	●●●●●
jQuery	●●●●●
SEMrush	●●●●●
SpyFu	●●●●●
ChatGPT	●●●●●
Hubspot/CRM	●●●●●
GA4/GTM	●●●●●
Google Ads	●●●●●
Webflow	●●●●●
Wordpress	●●●●●
AI/ChatGPT	●●●●●

EXPERTISE

CREATIVE DIRECTOR	Leadership · Team Collaboration · Consultation · Mentoring · Creative Direction · Organization · Project Development & Tracking · Goals & Objectives · Brainstorming · Reporting · Evaluations
UX DESIGN	Strategy · Research · Goal Planning · Persona Development · KPI · Focus Groups · Wire Frames (Low to High Fidelity) · UX Design · Prototyping · Deployment · Tracking & Monitoring · UX Content Writing · Design Systems
BRANDING	Brand Discovery · Brand Strategy · Brand Identity · Brand Awareness · Archetype Development · Brand Style Guide · Tone & Voice · Messaging & Story · Fonts & Colors · Custom Icons · Brand Equity
WEB DESIGN	UX Design · Responsive Web Design · Compliance & Accessibility · HTML5 · CSS 3 · Javascript · PHP · WordPress · Wordpress Plugins · Webflow · Craft CMS · Shopify · Bootstrap · Materialize · Google Analytics/GA 4 · Click Dimensions · SourceForge · Heat Map Tracking · ZoomInfo
MARKETING	Marketing Strategy · SEO · Google PPC · Social Media Marketing · Social Ads · Ad Optimization · CPCO/CRO · Content Marketing · Link Building · Syndicated Content · Email Marketing · Email Segmentation · Campaign Targeting & Management · Tracking · A/B Split Testing · UTM tracking and Management · CRM Management

CERTIFICATIONS

LinkedIn Marketing Strategy Certified	Link: https://verify.skilljar.com/c/6jvdqt7auwx3 Certification Code: 6jvdqt7auwx3	
LinkedIn Marketing Solutions Certified	Link: https://verify.skilljar.com/c/6vcq2vrj6u3e Certification Code: 6vcq2vrj6u3e	
Hubspot Marketing Software Certified	Link: https://app.hubspot.com/academy/achievements/2khk1btn/en/1/brittany-miller/digital-advertising Certification Code: 1de664580dd1433bb46a5f58726f0dcc	
Hubspot Digital Advertising Certified	Link: https://app.hubspot.com/academy/achievements/2khk1btn/en/1/brittany-miller/digital-advertising Certification Code: 676165946b1248cdbb212283b09a5a3f	
Hubspot SEO Certified	Link: https://app.hubspot.com/academy/achievements/t9cr55h3/en/1/brittany-miller/seo Certification Code: aa30658dd88542e4b215907f0298989f	
Google Ads Search Exam	Link: https://skillshop.exceedlms.com/student/award/BJKCPAiM62y6mwtG2nQFvA2h	
Google Creative Certification Exam	Link: https://skillshop.exceedlms.com/student/award/N2nqhEs2vXtkLiWgcn27Apag	
Webflow Layouts Level 1	Webflow Layouts Level 2	Webflow CMS

04 BRITTANY MILLER REFERENCES

CONTACT INFORMATION

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REFERENCES

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