

Lisette Miller

Marketing, Social Media & Creative Leader

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SUMMARY:

Bilingual, results-driven marketing professional with extensive experience working with leading global brands, celebrities, influencers and creative agencies. Constantly looking to push the boundaries of storytelling and performance through creativity and innovation, directing a captivating brand voice, and fostering a community of progressive brands across the globe.

SKILLED IN:

Adobe Creative Cloud, Khoros, Muck Rack, Shoflo, Asana, Figma, Jira, Canva, Microsoft 365 and more.

EXPERIENCE:

TRIFECTA Marketing Agency

Remote

Social Media & Event Manager (freelance)

Aug 2024 – Present

- Drives social media strategy and engagement across platforms while leading the planning and execution of high-profile events, community activations, and impactful partnerships with organizations such as the NFL, Pro Standard, PENN Entertainment, and Hollywood Casino.
- Manages project deliverables by collaborating with internal teams and stakeholders to ensure clear objectives, overseeing timelines, budgets, and logistics for seamless campaign execution.
- Builds relationships with key industry stakeholders, including global brands and influencers, leveraging these connections to create impactful campaigns and successful event activations.
- Conducts market research and trend analysis to produce high-impact content and elevate brand visibility and engagement through effective onsite activations.

Vivid Seats

Chicago, IL

Social Media Manager

Jun 2022 – Aug 2024

- Utilized analytics and channel monitoring to produce purpose-built organic and paid social content.
- Coordinated with internal and external teams for high-profile activations (e.g., Vivid Seats x Rolling Stone Super Bowl party), ensuring all stages of project delivery were on schedule and within budget.
- Integrated effective influencer and brand partnership initiatives into broader marketing campaigns to drive brand awareness and engagement, utilizing KPI's to optimize activations and maximize ROI.
- Successfully led the launch of Vivid Seats TikTok debut, achieving 20k followers in the first 30 days and a viral moment when SZA shared one of our TikTok's to her Instagram.
- Achieved an 86% increase in positive sentiment across social channels 30 days after hire date, 33% higher than our next closest competitor.
- Managed partnerships with ESPN, Rolling Stone, MusiCares, Make-A-Wish, Bleacher Report, various NFL clubs, LA Clippers, LA Dodgers, LA Galaxy, New York Post, Doritos and more.

Lionel Richie: RichLion Holdings, LLC

Los Angeles, CA

Social Media & Brand Manager

Jul 2020 – Oct 2022

- Led the development of brand strategies and guidelines for digital brand marketing initiatives, resulting in 38% growth in brand recognition amongst Gen Z and a 25% increase in social engagement.
- Drove earned media efforts while building and maintaining strong working relationships with world-renowned broadcast, print, and online journalists to secure favorable coverage across media.
- Produced engaging video and photo content for use across social platforms, implementing best practices to maximize audience engagement and reach.
- Led creative projects for Lionel Richie events including creative direction, talent booking, logistics, budget allocation, permit acquisition, production schedules, floor plans, event staffing, etc.
- 40% increase in followers, in addition to a 25% increase in conversations across multiple social platforms for Lionel Richie and associated brands within 6 months of hire.

Avaline Wine
Interim Social Media Manager

Los Angeles, CA
Jul 2020 – Jan 2021

- Lead social media strategy and content production from concept to delivery, with the goal of brand awareness, driving engagement and growing the community for the newly launched wine founded by Cameron Diaz.
- Constantly sought to better understand our target consumer and iterate on our brand voice to better communicate with our audience while following LDA compliance in digital advertising.
- Collected, monitored, and analyzed owned and competitive social metrics to make improvements and make best social practice recommendations accordingly.
- Owned community management process, establishing guidelines and brand voice in collaboration with Avaline's founders, legal, brand manager and customer service team.

Nordstrom
Multicultural Marketing Specialist

Phoenix, AZ
Jun 2017 – Jul 2020

- Developed and executed marketing strategies that would resonate with diverse audiences while considering consumer insights, brand guidelines, messaging and rationales.
- Managed partnerships with multicultural organizations, influencers, and media outlets to amplify brand presence.
- Drove initiatives to enhance cultural sensitivity and representation across all marketing channels and touchpoints, fostering authentic connections and building brand loyalty.
- Conducted market research to identify multicultural trends, preferences, and consumer behaviors.

Michigan Medicine
Digital Marketing and Communications Specialist

Ann Arbor, MI
Nov 2018 – Jun 2019

- Collaborated with cross-functional teams including medical professionals, creative designers, and C-suite members to ensure alignment of digital marketing initiatives with healthcare regulations, industry standards and our patient's best interest at the forefront.
- Supported the development and execution of innovative and effective campaigns that support department goals, brand initiatives and strategic roadmaps.
- Managed crisis communications and reputation management, ensuring timely, accurate and professional responses to inquiries and feedback from patients and stakeholders.

Mayo Clinic
Communications Coordinator

Phoenix, AZ
Nov 2017 – Jun 2018

- Researched and identified compelling content for website, blog, email/SMS, and digital campaigns while organizing a content calendar and producing visual and written content that highlighted a diverse range of research and clinical topics to educate our healthcare professionals and patients.
- Collaborated across various teams and stakeholders, such as marketing, sales, product, and management, to ensure alignment and coordination of PR efforts and project management.
- Lead monitoring and reporting process to assemble campaign recaps and contribute to team's quarterly and annual reporting.

Seventeen Magazine
Digital Beauty Contributor

New York, NY
Sep 2012 – May 2015

- Pitched, wrote and edited engaging and informative articles across print and digital platforms, keeping entertainment, pop culture, beauty trends and our multicultural audience at the forefront.
- Produced engaging multimedia content, including videos and social media campaigns, utilizing best cinematography practices to showcase creative design, hired talent and products.
- Implemented organic and paid social media strategies using best SEO practices, resulting in increased article engagement by 30% and a 35% increase in organic website traffic.
- Monitored performance metrics and used data to optimize campaign performance.

Abercrombie & Fitch
Brand Marketing Coordinator

Novi, MI
Jul 2011 – Nov 2014

- Collaborated with key stakeholders to translate desired moods, messages, concepts and ideas into multimedia content using a strategic mindset that aligns with brand values and business goals.
- Complied market trends, forecasts, competitor analysis, campaign results and consumer behavior to ensure successful immediate and long-term business goals.
- Planned and executed events including product launches, store openings and consumer events.
- Developed on-brand concepts throughout the US, resulting in an 18% increase in customer engagement.