

Carly Miller

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Career Experience

Communication Coordinator for Social Media, Palmer College of Chiropractic, May 2021 - Present

- Industry leader in social media analytics for all chiropractic colleges in the world
- Managing social media channels for College
- Utilizing editorial calendars for planning
- Assisting and directing social media for Research, Clinics, and all departments
- Write with AP Style.
- Designing assets using Canva and Adobe
- Writing and editing content for the College alumni magazine and digital blog
- Proofreading and editing print and digital content for admissions and marketing purposes
- Developing documented processes
- Training employees on social media best practices
- Monitor, create, and approve content based on HIPPA, FERPA, and other compliance regulations.
- Understanding and communicating policies and strategies
- Using MS Office
- Increasing data analytics reporting from marketing tools
- Solving problems and researching user errors for College accounts
- Monitoring and researching changes to digital tools and industry standards
- Following competitor insights

Education and Honors

St. Ambrose University, Davenport, IA **Degree:** BA, May 2021

Double Majors in **public relations & strategic communication and multimedia journalism**

Minors in **graphic design, electronic production, and business management**

- Summa cum laude
- President of Delta Alpha Pi International Honor Society
- Member of Diversity, Equity, and Inclusion Student Council
- Member of Phi Eta Sigma National Honor Society

Internships and Related Experience

Public Relations and Marketing Director, St. Ambrose Dance Marathon, April 2019 - May 2021

- Led best practices for digital communications during COVID-19 as awarded by CMN Hospitals
- Managed all marketing for fundraising, recruitment, and events
- Developed strategy and content for social media on main platforms
- Wrote press releases, media kits, blogs
- Created branding guidelines
- Managed website
- Designed apparel using Adobe AI, ID
- Created 300+ graphics and flyers on Canva
- Designed sponsorship assets
- Strategized 30+ videos
- Oversaw and trained PR&M committee
- Managed all written communications

Communications and Marketing Office, St. Ambrose University, Jan. 2019 - May 2021

- Created event pages and content for the website on CMS
- Designed assets using Canva and Adobe
- Initiated strategic campaigns
- Wrote and edited content for the school's magazine and blog
- Tracked social media analytics
- Utilized social media calendars

Associate for Ambrose Public Relations Agency, Jan. 2020 - May 2020

- Conducted content analysis of client's competing businesses
- Worked on a team with three other communication majors
- Proposed strategies to increase following on social media
- Created traditional media and social media strategic

Writer, *The Buzz*, St. Ambrose University newspaper, Jan. 2019 - May 2021

- Wrote 60+ stories
- Interviewed Presidential Candidates through the Leading our Nation, 2020 forum at SAU
- Assist in layout design on Adobe ID
- Format for print and digital format