

Lindsay Miller

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Summary

A published writer and digital creator with management experience. 13 years in writing and editing, 10 years in creative content and design, 6 in digital marketing, and 5 in operational roles.

Strong background in presentation skills and client relations across social media platforms, web content, brand voice, and standards. Well-versed in Conceptual Creative Design, Campaign Strategy, Google Analytics and Adwords, PPC, SEO, and A/B Testing.

Retained 97% of clients in 2022 and drove 12X ROI for 5 regional companies, along with web content converting lead generation 400% above the industry average. Have grown social media accounts to 20K followers. Contributing writer and copywriter to PUMA, Red Bull, Women's Health, NFL Films, and CrossFit HQ.

Experience

Production Manager

NFL Films

Aug 2017 - present

- Assist producers, camera team, and sound operators covering live events, NFL productions, in-game reels, post-game highlights, and various projects to ensure a smooth workflow and communication from start to finish.
- Support production staff in preparing and creating the event's digital content.
- Archive media and electronic library by working with production staff to back up produced material and execute project timelines.
- Prioritizing communication and partnerships with NFL personnel, the Tennessee Titans, and freelance creative teams.
- Coordinate with the post-production team to ensure timely delivery of final edited content for broadcast, distribution, and content for NFL Films' digital platforms.
- Supervise production staff, ensuring high-quality footage and sound for NFL Films' live events, digital content, and professional projects.
- Develop and implement strategies to improve the productivity and efficiency of the production team, resulting in cost and time savings.

- Ensure compliance with NFL Films' brand guidelines and standards.
- Self-starter attitude capable of managing a high-priority clientele, executing time management skills with a major focus on reliability, creativity, and work ethic.

Training Specialist

Southwestern Consulting

Jan 2024 - Jan 2025

- Managing, developing, and executing new growth directives. Overseeing daily tasks, ensuring smooth workflows, and maintaining operational efficiency.
- Collaborate with marketing, sales, product development, and other departments to ensure brand alignment and process efficacy.
- Defining, implementing, and revising operational policies.
- Creating new, effective processes for operational departments and creating content learning courses and certifications.
- Communicate effectively with all departments as it relates to the training business.
- Provide full administrative support, including correspondence, agendas, reports, and reservations of spaces.
- Event planning and coordination for a global convention twice a year.

- Book and manage speakers, create media kits, assets, and portfolios for 60+ salespeople.
- Create and manage the SWC Training Department brand through internal and external communications.

Content Manager

Groups360

Sep 2022 - Feb 2023

- Oversee the lifecycle of marketing campaigns. Ensuring marketing materials, advertising, and customer interactions align with the brand's identity.
- Managed 5 writers and 2 designers, editing and proofing work for each specific channel, including Instagram, Pinterest, TikTok, and LinkedIn.
- Complete editorial calendar and SOPs for each campaign, while executing a marketing strategy to 100K+ email lists and social media audiences for the travel and hospitality industries.
- Publish bimonthly blogs, press releases each quarter, and weekly email strategies for content across 4 audiences.
- Write, interview, proof, edit & distribute all content, including video, for website, social media, and publishing partners.
- Implement strategies to increase sales, attract new customers, and achieve marketing and revenue targets.

Copywriter

Drive Social Media

Jul 2021 - Aug 2022

- Collaborated with a marketing team of 6 to deliver strategic goals every 90 days for 50+ clients and businesses, developing and maintaining each brand's image and identity.
- Acting as art director, creative director, and brand manager, led presentations directly with clients and managed the development and delivery with a focus on creative content.
- Conduct market research and analysis daily to determine copy and content that results in targeted goals.
- 12X's ROI across clients' social channels with value-filled, impactful, 360 content across Instagram and Facebook channels.
- Execute all copy, mood boards, shot lists, photo shoots, storyboards, detailed scripts, and timelines for TV commercials, radio ads, video content, digital advertisements, blogs, website, PPC, SEO, and additional marketing materials as needed.
- Oversee the lifecycle of marketing campaigns and adapt to market trends.

Editor In Chief

Nashville Fit Magazine

May 2016 - Apr 2020

- Conceptualized content and design of all copy, press releases, and promotional materials of a 48-page published magazine and digital issues.
- Proof, edit, and craft interviews, cover stories, editorials, and advertorials through both long-form storytelling and short-form copy.
- Conceived and established Music City Fit Expo, which produced nearly 15K in sponsorships and advertisements through networking with health and wellness professionals.
- Defined the brand's core values, personality, and messaging from the founding of the publication and creation of the Music City Fit Expo.
- Develop and implement brand strategies and monitor brand performance.
- Coordinated events and collaborated with outside businesses for workouts, openings, festivals, expos, and competitions, while maintaining a brand's image and identity.
- Grew social media from 500 to 20K followers and print impressions to over 60K.

Education

Murray State University

Dual Master's Degree, English Composition and Comparative Literature, Cognitive Philosophy
2012 - 2014

Birmingham-Southern College

Bachelor of Arts, English Language and Literature, Studio Art
2006 - 2011

Baylor School

High School Diploma
2003 - 2006

Skills

Copywriting /Short-form · Blog Writing/Long-form · Web Content · Email Marketing · SMS Strategy · AP Style Writing · Technical Writing · Marketing Strategy · Paid & Organic Social Media · Copy Editing · Content Management · Art Direction · Content Strategy · Digital Marketing · Creative Concept Design · Concept Development · Proofreading · Editing · Event Coordinating · Project Management · CMS Tools · Corporate Communications · B2B · B2C · PPC · Google AdWords · Adobe Creative Suite · Salesforce · Asana