

SHER MILLER

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SENIOR MARKETING MANAGER

Track record of creating high impact marketing content to influence customer decisions and drive significant market growth

Detail-oriented, articulate, and collaborative marketing and communications leader with 12+ years of experience in product marketing strategy, including experience selling to Managed Service Providers (MSPs). Proficient in new product development and launches, branding, product positioning and messaging, Key Performance Indicators (KPIs), SEO and SEM, competitive analysis, budget management, product management, and sales support. Superior business acumen with demonstrated ability to inspire teams and personnel. Certified New Product Development Professional with excellent leadership, writing, decision making, and management skills.

✓ Exceeded cloud revenue goals by 40% in 1st year

✓ Achieved 229% of gross adds target after implementing one of most successful promotions in company history

✓ Successfully met 100% of KPI targets to maximize bottom line

EXPERTISE

- Go-to-Market Strategy
- Product Management
- Digital Marketing & E-Commerce
- Creative Content Development & Graphic Design
- Analytics & Success Metrics
- Project Management
- Continuous Improvement
- Problem Solving & Communication Skills

PROFESSIONAL EXPERIENCE

AspenCore, LLC – Subsidiary of Arrow Electronics (Centennial, CO) 2017–Present

Senior Manager, Audience Development & Social Media (2018–Present)

Direct all brand engagement activities for industry-leading media agency, including content development, SEO, link building, email marketing, and analytics to ensure consistent and engaging messaging across all properties. Spearhead strategies and content development designed to reverse flagging engagement and subscription rates across North American digital audience. Leverage and influence audience and subscribers to drive revenue growth.

- Lead 5 team members in implementation of North America social media and audience strategies. Offer valuable guidance, insight, and input for EMEA and APAC strategy.
- Achieved up to 240% email response rate increase by rewriting and redesigning existing emails.
- Gained 12,000 new subscribers, followers, and registered website users within 14 days of establishing audience development plan.
- Design robust audience strategies to enhance planning, development, optimization, distribution, and measurement for 15+ websites and 25+ newsletters. Utilize A/B testing to assess needed changes.

Client Strategist (2017–2018)

Performed as client advocate, brand champion, marketing strategist, and project manager. Conducted research to assess client requirements and needs. Oversaw development, delivery, and execution of digital product marketing programs and projects with demanding deadlines, including video, infographics, webinars, and whitepapers.

- Effectively managed and prioritized simultaneous projects for 25-30 clients.
- Attained 100% of KPI targets and committed deliverables, maximizing revenue contribution to bottom line.
- Collaborated with product management to develop branding for Seneca Data while providing exclusive go-to-market strategy, product launch support, and graphic needs.

Arrow Electronics (Centennial, CO)**2015–2017****Cloud Marketing Manager**

Oversaw outbound, inbound, and account-based marketing of cloud product portfolio to numerous clients, including MSPs. Delivered comprehensive strategic marketing direction across global website, multiplatform optimization, testing and analytics, brand management, social media, KPI development and reporting, lead definition, and conversion tracking.

- Exceeded cloud revenue goals by 40% within 1st year.
- Managed 10-12 simultaneous integrated marketing strategy projects at any given time for 10-15 cloud suppliers.
- Achieved 50K page visits and 400 asset downloads within 4 weeks of launching new global website.
- Provided product and project management for new global partner portal rolled out to total of 12 countries.
- Achieved 174% increase in e-newsletter engagement and authored publication's most read article to date.

Cricket Wireless (Greenwood Village, CO)**2012–2015****Marketing Manager**

Directed go-to-market plan implementation, including product launches, promotions, training webinars, intranet content, and internal social media. Demonstrated unwavering focus on providing solutions for sales channel productivity and conflict. Served as primary marketing contact for internal stakeholders, vendors, C-level executives, and industry partners.

- Achieved 229% of target for gross adds by implementing one of most successful promotions in company history.
- Increased customer retention 11% by strategically incorporating MMS and SMS into promotions.
- Created and implemented digital submission process to shorten processing time by up to 7 days, reduce call volume 40%-45%, decrease online submission rejections 30%-40%, and improve customer experience.
- Managed \$10M market development fund and developed local marketing activities.
- Supervised nationally disbursed project teams and directed 3 media agencies (including 1 bilingual agency) across 2 audience markets.

Acme Manufacturing Company (Denver, CO)**2011–2012****Marketing and Communication Specialist**

Oversaw marketing operations and collected competitive intelligence information. Created sales tools, customer engagement strategies, social media initiatives, multimedia marketing plans, and demand generation programs.

- Established distinctive identities across corporation and 9 subsidiaries while unifying with central vision.
- Reduced web expenditures 60% and increased website traffic by implementing new SEO/SEM solutions.
- Transitioned catalog photography in-house to reduce costs by 70% and cut production time by several weeks.
- Created 1st digital survey program and achieved 41% response rate.
- Produced e-newsletters with 12%-38% open rates.

Interstate Highway Construction, Inc. (Centennial, CO)**2007–2011****Marketing and Communication Specialist**

- Developed corporate intranet for use by up to 200 employees.
- Served as proposal production manager and liaison for DoD joint venture projects valued up to \$100M+.
- Saved ~\$12K in training expenses by developing 10 multilingual, automated, web-optimized training videos.

EDUCATION

Master of Science, Marketing

University of Colorado (Denver, CO)

Bachelor of Arts, Information Design for Modern Media

Metropolitan State University (Denver, CO)

CERTIFICATIONS

- Demandbase Advanced ABM, 2020
- Demandbase Foundations ABM, 2020
- SEMrush SEO Toolkit for Advanced Users, 2020
- SEMrush Technical SEO, 2020
- Google Analytics Individual Qualification, 2019
- Google Search, Display, and Mobile Ads, 2019
- Management Essentials, Arrows 2019
- Oracle Marketing Cloud B2B Master, 2016
- CompTIA Cloud Essentials, 2016
- Cloud Computing, Rackspace Cloud U, 2016
- New Product Development Professional, PDMA, 2014
- Project Management Professional, PMI, 2014

TECHNICAL SKILLS

- **Marketing and Social:** Act-On, Blogger, Buffer, Constant Contact, Demandbase, Discover.org, Eloqua, Facebook, Email On Acid, Google Ads, Hootsuite, Hubspot, Instagram, Klout, LinkedIn, Marketo, Omeda, Pardot, Salesforce CRM & Sales Cloud, SEMrush, Sprinklr, Survey Monkey, Twitter, Typepad, Yammer, YouTube, Zoominfo
- **Business:** Acrobat, Act!, AWStats, Google Analytics, JIRA, Kanban, Minitab, MS Office Suite, MS Project, OBIEE, QCS, SharePoint, SmartSheet, Splunk Reporting, Trello, Typeform, Visio, WebTrends, Workfront
- **Creative:** Adobe CS, CSS, DHTML, Director, Drupal, Flash, Google Tools, HomeSite, HTML, JavaScript, Joomla, MyPHP, Publisher, QuarkXpress, QuickTime, RecordPad, Shopify, Sitecore, SoundEdit 16, SQL, Visual Basic, VBScript, Visual Studio, WavePad, WordPress, XHTML, XML

AFFILIATIONS

- American Marketing Association, CO Chapter
- Social Media Marketing Society
- Product Development and Management Association