

SAM MILLER

A digital web marketer with a background in email marketing, digital design, web development, and SEO.
My greatest skill set is my personality and ability to work with people.

Skills

Marketing plans, HTML5, CSS, MailChimp, Google analytics,
Sketch, Photoshop, Illustrator, SEO, PPC, Wordpress, Social media advertising

Current Projects

Target Form System

- A comprehensive form that allows Sundance Institute employees to accurately and efficiently reach their various target audiences.
 - Worked with numerous content developers, designers, and managers to ensure the highest return possible on the project.

A/B Testing

- A 5 year project that is designed to test the various aspects (subject lines, copy length, send times, day of week, frequency, etc...) of Sundance Institutes email marketing campaigns to better to better reach their various goals.

Related Experience

Sundance Institute - Web Designer

July 2016 - September 2017

Developed and designed all email / invitation campaigns for the numerous events and festivals that occur throughout the year. Implemented a "targeted form system" for their email campaigns that allows their various content writers/designers/developers to more accurately identify their target audiences and reach their numerous goals. Developed analytical reports that allow the company to A/B test their various audiences and concisely determine the most efficient way of reaching them.

SHM Design - Owner

April 2016 - Current

Created my own LLC to continue freelance marketing for companies in my spare time. I currently work with three different companies, Sundance Institute, Symphony Homes, and Boys & Girls Club of Weber Davis. I help each company achieve their various digital marketing goals which range from strategy, design, development, to content management.

DevMountain - Student

November 2015 - February 2016

Worked on understanding how to develop a full-stack website from scratch using the MEAN (Mongo, Express, Angular, Node) stack. I had to develop two full-stack websites during my time. The first was my own

website and the second was a team website. The main skill I took out of this school was how to cohesively lead numerous people in a singular direction to achieve goals we all agreed upon.

Symphony Homes - Marketing

May 2014 – October 2015

Implemented SEO strategies that would yield the greatest result with the fewest resources possible. Designed ad campaigns around the numerous open house / community events. Worked with web developers at Red Olive to create Symphony Homes website. Further worked with web developers at FireToss to implement lead generation into the same website. Designed all of their home, community, and event brochures, as well as, their previous billboards.

Education

Arizona State / University of Utah – B.S Political Science, 2014 – GPA 3.63

Dev Mountain - Web Development Bootcamp, 2016

General Assembly - Digital Marketing, 2017