

KATIE MILLER

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PROFILE

Communications professional and digital social media strategist with over seven years of experience in social media strategy, stakeholder relations and event coordination in the non-profit, private, and government sectors. In addition, a published writer with advanced knowledge of social media strategy and traditional communications.

WORK EXPERIENCE

SOUTH NIAGARA CHAMBERS OF COMMERCE

Communications Coordinator

Niagara Falls, Ontario | December 2019 - Present

- Lead the marketing and communications endeavours of numerous political events and member programs on an array of topics, including: COVID-19 updates, political updates, the Canada / US border, International Women's Day, and more.
- Publish web updates on Chamber issues and deliver weekly e-blasts to grow and enhance member relations.
- Manage business listings, news, and page creation on the South Niagara Chambers of Commerce website
- Maintain relationships with an extensive network of stakeholders, local businesses, and political offices from across Ontario.
- Manage and maintain all marketing and social media, including Facebook, Twitter, and Instagram
- Briefed and advised the Executive Director on best practices to promote events and programs digitally and oversaw communications of team projects
- Assisted Events Coordinator to execute strong Chamber events

Achievements:

- Redesigned the weekly and monthly e-blasts to create a better aesthetic. In addition, created pages on the South Niagara Chambers of Commerce website for easy access for members to learn about and sign up for advertising.
- Spearheaded the creation of more digital content for members, including a Facebook group, video member updates from the Executive Director, video networking opportunities, video webinars, creation of a podcast, and creating video advertisements.

STARBUCKS CANADA

Barista / Store Communications / Community Representative

Niagara, Ontario | August 2017 - Present

- Served as a social media co-ordinator for multiple stores creating content, strategizing future posts, and connecting with customers to grow the following.
- Created and managed relationships with local politicians and media to successfully organize two store opening ribbon cutting ceremonies. Both store openings garnered media and attention from prominent accounts on social media.
- Briefed and advised fellow barista's and the store manager on projects the Community Representative Team put forward and liaised with local businesses to grow projects.
- Successfully created a strategy to grow customer connection scores at the store level.

Achievements:

- Chosen as the Partner of the Quarter by peers in fall 2020 for work ethic, commitment to the store, and willingness to go above and beyond.
- Created a social media strategy for the district that was used by multiple stores who chose to do their Instagram accounts in-house.
- Coordinated with a prominent local business group social media account during a promotion that targeted social media growth. Promotion led to the Kalar Starbucks Instagram account gaining over 1000 followers.

ADFUEL MEDIA INC

Social Media Strategist

Niagara Falls, Ontario | November 2017 - May 2018

- Led and supported the development of strategic communication plans and social media strategic plans for a diverse range of clients.
- Used both SEO and hashtag marketing techniques to grow visibility of the brands.
- Successfully planned and executed outreach events, including information creative sessions and business grand openings with clients.
- Implemented intensive social media data reports and created next-steps with clients to not only meet but exceed targets in the next months.
- Collaborated with the in-house communications and marketing teams to assist in the development of strong social media graphics and web content for clients.
- Produced and curated social media content, scheduled accounts in advance, and provided detailed analytics to clients.

Achievements:

- Created a strategic communications plan for a new restaurant that included a grand opening celebration with a social media blitz. The ribbon cutting ceremony garnered press and dignitary attendance.
- Redesigned multiple social media profiles to create a better aesthetic and create a cohesive feed to garner more likes and visibility.

OTTAWA FESTIVAL NETWORKS

Communications and Events Assistant

Ottawa, Ontario | November 2016 - March 2017

- Assisted Executive Director and senior staff in the organization and execution of two industry events in the nation's capital.
- Managed member relations and provided membership with weekly e-blasts to engage and inform.
- Managed social media accounts and the day-to-day activities of two interns.
- Monitored media and assisted Executive Director with presentation preparation for appearance at City Hall.

Achievements:

- Grew social media accounts through maintaining quality posts and interacting with local stakeholders, businesses, and politicians online.
- Added youthful additions to the annual gala, such as catering from Beavertails and a digital Photo Booth, with great reviews and social media shares.

OTTAWA CITY HALL

Communications Coordinator - Councillor's Office

Ottawa, Ontario | March 2016 - August 2016

- Provided communications expertise to the City Councillor.
- Liaised with members of council and stakeholders and assisted in the office with large outreach events with cultural groups and communities.
- Managed work demands and day-to-day activities of two summer interns
- Assisted the Case Management team and provided help to constituents with municipal issues.
- Managed and maintained all marketing and social media, including Facebook, Twitter, and Instagram

Achievements:

- Created a household marketing piece from scratch to better engage constituents and create a more visually appealing document.
- Created a social media strategy that grew the Councillor's Twitter following by an average of 100 new followers per month.

- Provided administrative and communications support to the Member of Parliament.
- Advised Member of Parliament on best practices for social media and maintaining a digital presence.
- Liaised with local stakeholders and politicians to create events including town halls, roundtables, and forums.
- Monitored media for mentions of the Member of Parliament and created press releases for events.
- Managed day-to-day activities of summer interns.
- Handled local scheduling calendar and maintained relationships with stakeholders and media.

Achievements:

- Redesigned monthly e-blast and grew readership over three years.
- Grew and maintained Member of Parliament's network in the arts community in Mississauga through appearances at Mississauga Festival Choir events.

EDUCATION AND CERTIFICATIONS

Digital Marketing Certificate, Sheridan College, 2020 - Present

Social Marketing Certificate, Hootsuite Academy, 2017

Journalism-Print Diploma, Niagara College, 2008 - 2010

Achievements: Served as Executive Vice President and Executive Vice President Communications on the Niagara College Student Administrative Council. In addition, published many articles in the Niagara News as a student journalist.

VOLUNTEER EXPERIENCE

Mayor and CAO Office, City of Niagara Falls, Communications Intern, November 2017 - June 2018

Achievements: Created a marketing plan for a series of 'Park Grand Opening' events that included designing a Facebook/Instagram ad campaign that achieved a .5c cost-per-click.

Mississauga Festival Choir, Social Media Coordinator, September 2013 - June 2015

Achievements: Created a social media strategy following the move to a larger auditorium that led to higher visibility for the choir and consecutive sold-out shows.

REFERENCES AVAILABLE UPON REQUEST