

CHENNELLE MILLER

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PROFESSIONAL SUMMARY

Experienced Communications Manager with a track record of developing and executing comprehensive communications plans. Skilled in written communication, media relations, social media strategy, and graphic design management. A proactive leader committed to organizational-wide communications and brand consistency.

EDUCATION

NC State University, Raleigh, NC

Professional Certificates

- Social Media Marketing Strategy (May 2022)
- Digital Marketing (January 2023)

University of Michigan-Flint, Flint, MI

Bachelor of Business Administration

Dual Major: Marketing, Operations Management

Graduated April 2000 with honors

Sanford-Brown College-Farmington, Farmington, CT

Completed 84 credit hours within the Criminal Justice Program, 4.0 GPA

January 2018 - September 2018

PROFESSIONAL EXPERIENCE

InterAct of Wake County, Raleigh, NC

Communications Manager

August 2023 - Present

- Develop and execute a comprehensive written communications plan in collaboration with the Chief Development Officer and Executive Director to support donor development strategies within departmental budget guidelines.
- Serve as the organization's liaison for media relations, overseeing the creation of a media strategy, writing and distributing press releases, and supervising mass communications.
- Lead the development of a social media strategy in collaboration with the Chief Development Officer and Executive Director.
- Produce clear, concise, and effective material for marketing, social media, newsletters, blogs, and websites.
- Manage communication development strategies in alignment with the departmental Development Plan.
- Oversee the project management of the annual report and quarterly reports.
- Lead graphic design elements for development department communications and all program areas.
- Visual design from start to finish, including strategic brand management for all communications.
- Implement cause-marketing and corporate relations campaign messaging.
- Collaborate on an organization-wide editorial calendar for print and digital communications.
- Manage relationships with digital marketing vendors to ensure branding compliance and timely project delivery.
- Provide guidance to program staff on effective social media engagement and ensure adherence to branding requirements.
- Lead photographic and video-graphic communications as the project manager.

- Manage the production of organization-wide printing needs, including fliers and signage.
- Maintain the organization's contact forms and inquiries.
- Prepare talking points and presentations for staff presentations and media events.
- Update and maintain talking points for Board members to ensure alignment with the organization's activities and campaigns.
- Serve as a ghostwriter for the Executive Director.
- Manage Direct Mail vendor relationships on all campaign projects, including copy/imagery edits.
- Maintain an archive of final proofs for all direct mail projects.

ADDvantage Casket Company, Raleigh, NC

Freelance Digital Marketing and Communications

April 2023 - Present

- Work directly with the owner to create and disseminate company branding messaging
- Develop a new website, providing copy and creative direction
- Implement marketing and event strategies for various campaigns, including email campaigns
- Assist in the implementation of a new CRM
- Assist in company research of various items at the request of the owner to aid in business leads and retention as it relates to ROI and KPIs.

Viget (Digital Agency), Falls Church, VA | Durham Office

Marketing and Communications Manager

September 2022 - February 2023

- Created, organized, developed, implemented, and strategized marketing initiatives to continually increase the number of prospective clients and candidates for Viget, its services, work, and differentiators.
- Defined and iterated on channel strategies that supported its vision, values, and goals via social, search, publicity, unconventional PR, email, industry events, speaking engagements, awards, and community-building events.
- Shared compelling, accurate, inspirational stories through offline and online case studies and articles to generate awareness and support new business conversations.
- Managed, coordinated, and created copy and visuals and guided the development and distribution of content across all channels according to a marketing calendar.
- Collaborated regularly with the business development and recruiting teams to align on goals, metrics, and strategy.

Barbells for Boobs (Breast Cancer Nonprofit), Murrieta, CA

Communications, Brand, and Partner Management

April 2021 - February 2022

- Created copy for all communication for the branding of Barbells for Boobs, which included social media, various email campaigns, and its website.
- Wrote several blog posts for the company website to promote the Resources After Diagnosis Program, later serving as pillars for various communication efforts.
- Lead contact with various media outlets to schedule interviews and create stories for their organizations to share the mission, vision, and stories of the impact of Barbells for Boobs.
- Worked with operations to create all copy for various campaigns, including social media, email, and partner briefs.
- Lead contact for partners like CrossFit Inc., YETI, PUMA, Born Primitive, ELEIKO, WHOOP, and QALO.

- Coordinated cross-promotional efforts with other nonprofits, including FYR, Battle Cancer, The Phoenix, and The Out Foundation, and led and negotiated the partnership with CrossFit Inc.
- Signed several new partners, including CrossFit, Northwell Health, Ana Ono, and Yerbaé.
- Coordinated video and photography assignments for various projects and campaigns.
- Assisted with the staging and project management of the PUMA collection launch for Barbells for Boobs, including the activation at the Flagship Store in NYC.
- Ghostwriter for founder and CEO Zionna Hanson.
- Lead project manager for the main fundraising campaign, "Global Grace," for 2021, which exceeded fundraising expectations of \$1.5 million.

Raleigh CrossFit/Raleigh WLC, Raleigh, NC

Owner and Coach

December 2010 - December 2020

- Successfully founded and operated profitable Raleigh CrossFit for 10 years (2010-2020).
- Managed all affiliate operations, including website, social media, facility, and internal/external communications.

ADDITIONAL EMPLOYMENT

Police Officer, Raleigh, NC

September 2008 - October 2010

Public Relations Manager, USTA Professional Tennis, Westchester, NY

January 2007 - May 2007

Associate Media Relations Director, NC State, Raleigh, NC

August 2002 - August 2006

TECHNICAL SKILLS

- Canva, HubSpot, Salesforce, ClickUp, Monday, Basecamp, Notion, Airtable, Buffer, Later, Linktr.ee, Craft CMS, WordPress, SquareSpace, Mailchimp, Slack, Google Suite, Ads, Analytics/Search Console, Social Media Platforms, Photography Proficient, Microsoft Office Suite

CERTIFICATIONS & NOTEWORTHY ITEMS

- The Science of Well Being, Yale University/Coursera ([certificate url](#))
- LinkedIn Certifications: Optimizing Video Content for Social Media, Writing a Compelling Blog Post, Learning to Write Marketing Copy, Social Media Marketing Strategy: TikTok and Instagram Reels, Creating Fun and Engaging Video Training: The How, LinkedIn Photography
- HubSpot Academy Certifications: Digital Marketing, Inbound Marketing, Using the HubSpot Marketplace, Start Email Marketing
- Social posts at InterAct have increased from and received attention from celebrity Jason Isbell and organizations such as AmeriCorps for the MLK Day of Service call to action.
- Meals on Wheels Volunteer