

# CHENNELLE MILLER

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## PROFESSIONAL SUMMARY

Communications professional with extensive nonprofit experience in media relations, strategic messaging, and content development. Skilled in elevating brand voice, managing public narrative, and executing communications that center equity and community impact.

## 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

- Lead media relations and press outreach, drafting press releases, and managing public messaging.
- Develop and implement organization-wide communications strategies to support donor engagement and program awareness.
- Create digital and print content: newsletters, social media posts, website copy, and fundraising materials.
- Design and manage visual communications, ensuring brand alignment across platforms.
- Manage social media strategy and analytics to optimize audience engagement.
- Produce quarterly and annual reports, donor communications, and internal updates.
- Coordinate direct mail campaigns, working with external vendors.
- Ghostwrite for the Executive Director, including public statements and media materials.
- Prepare talking points and media kits for staff and board members.

ADDvantage Casket Company, Raleigh, NC

*Freelance Digital Marketing and Communications*

April 2023 - Present

- Create branding and marketing strategies, including website content and design.
- Develop and implement marketing campaigns, including email outreach.
- Supported CRM implementation and conducted market research for client engagement.
- Provide monthly reports to the owner that include a business overview and details on customer acquisition.

Kidznotes Inc., Durham, NC

*Consultant Digital Marketing and Communications*

January 2025 - June 2025

- Executed a strategic communications calendar aligned with programmatic and fundraising goals.
- Managed social media content, increasing engagement through mission-driven storytelling.
- Led event marketing for a gala honoring Ben Folds, increasing visibility and donor interest.
- Designed collateral for outreach, maintaining brand consistency across all channels.
- Tracked analytics for email and social campaigns to inform strategy.

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

*Marketing and Communications Manager*

September 2022 - February 2023

- Developed marketing strategies to increase client engagement.
- Managed multi-channel content distribution and storytelling initiatives.
- Collaborated with business development to align on communications strategy.

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

*Communications, Brand, and Partner Management*

April 2021 - February 2022

- Created content for social media, email, and website.
- Managed partner communications, including with CrossFit, PUMA, YETI, and others.
- Coordinated media outreach and campaign planning, exceeding fundraising goals.

## **ADDITIONAL EMPLOYMENT**

Owner, Raleigh CrossFit (2010-2020); Police Officer, Raleigh, NC (2008-2010);

PR Manager, USTA Tennis (2007); Media Relations, NC State (2002-2006)

## **TECHNICAL SKILLS**

Canva, HubSpot, Salesforce, ClickUp, Monday, Notion, Airtable, WordPress, Mailchimp, Constant Contact, iContact, Google Suite, Social Media Tools, Photography, Analytics/Search Console, WordPress (multiple themes)

## **CERTIFICATIONS**

- Digital Marketing, Inbound Marketing (HubSpot)
- LinkedIn Learning: Writing Marketing Copy, Social Media Strategy, Photography
- Coursera: The Science of Well-Being (Yale)

## **HIGHLIGHTS**

- InterAct social posts recognized by Jason Isbell and AmeriCorps.
- Led “Global Grace” campaign, exceeding \$1.5M at Barbells for Boobs.
- Meals on Wheels volunteer and active community member.

## **MEDIA/PUBLIC ENGAGEMENT HIGHLIGHTS**

- Coverage secured in local and regional media for nonprofit campaigns.
- Developed brand storytelling that increased donor engagement and awareness.
- Media liaison for events, press briefings, and interviews.