

CHENNELLE MILLER

Raleigh, NC

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Marketing Strategist | Content Marketing | Digital Communications | Website & CRM Mgmt.

Remote or Hybrid

Professional Summary

Marketing and communications professional with experience leading content strategy, digital marketing, website management, SEO, CRM, email marketing, analytics, graphic design coordination, partnership marketing, and storytelling across nonprofit, agency, healthcare-adjacent, sports, and small business environments. Experienced working on lean teams where adaptability, collaboration, initiative, and continuous learning are essential. Skilled in HubSpot, WordPress, Google Analytics, Google integrations, CRM management, website optimization, content creation, event marketing, and cross-functional project leadership.

Core Skills

Digital Campaign Management

- SEO Keyword Research
- Website Optimization
- Landing Page Development
- CRM Management
- Email Marketing Campaigns
- Reporting Marketing Analytics
- Social Media Strategy
- Content Strategy
- Salesforce (Working Knowledge)
- Canva
- Microsoft Office (PowerPoint, Excel, Word)
- Google Workspace
- Zoom Webinar
- ChatGPT & AI-Assisted Content Development
- Landing Page Development

Marketing Platforms and Technology

- HubSpot (Email Marketing, Contact Management, Reporting & Analytics)
- WordPress CMS
- Google Analytics
- Google Search Console
- Google Business Profile
- Webinar Planning & Coordination
- Event Marketing
- Cross-functional Collaboration
- Project Management
- Stakeholder Engagement
- Presentation Development
- Brand Management
- Community Engagement

Marketing Operations

Professional Experience

InterAct of Wake County, Raleigh, NC | Communications Manager

- Lead integrated marketing and communications initiatives supporting fundraising, community engagement, strategic partnerships, and organizational growth.
- Develop content across digital and print channels, including website content, email campaigns, newsletters, donor communications, presentations, social media, and fundraising materials.
- Manage website content and digital communications using CMS platforms while supporting SEO, analytics, and user engagement strategies.
- Utilize HubSpot for email marketing, contact management, campaign reporting, and analytics to support audience engagement and organizational objectives.
- Collaborate with executive leadership, development, programs, and community partners to execute cross-functional marketing initiatives.
- Produce campaign performance reports and leverage analytics to guide content strategy and future marketing efforts.

Marketing and Communications Consultant

Larkspur Salon Spa | ADDvantage Casket Co., Raleigh, NC

- Managed digital marketing strategy including Facebook, Instagram, Google Business Profile, website updates, and email marketing campaigns.
- Managed WordPress website, implemented Google Analytics/integrations, managed Google Business Profile, optimized metadata, keywords, alt text, and local SEO.
- Wrote engaging social media content, customer communications, blogs, promotional campaigns, and website copy while maintaining a warm, luxury-focused brand voice.
- Responded to online reviews and customer feedback with personalized messaging, strengthening client relationships and protecting brand reputation.
- Developed monthly content calendars, promotional strategies, and seasonal campaigns designed to increase appointments and customer engagement.
- Optimized website content, SEO, metadata, and CMS updates to improve search visibility and customer experience.

Kidznotes | Communications & Storytelling Consultant | Durham, NC

- Developed integrated communications and marketing strategies supporting fundraising, donor engagement, and organizational awareness.
- Created campaign landing pages, website copy, and digital content supporting fundraising initiatives and community engagement.
- Managed multi-channel marketing campaigns across website, email, and social media platforms.
- Led marketing and communications for the organization's signature fundraising gala honoring Ben Folds, coordinating campaign messaging, promotional materials, and stakeholder communications.

- Designed presentations, sponsorship materials, marketing collateral, and outreach assets while maintaining brand consistency.
- Monitored website, email, and social media analytics to evaluate campaign performance and inform future marketing strategy.
- Collaborated with organizational leadership, sponsors, vendors, and community partners to execute marketing initiatives and fundraising events.

Raleigh CrossFit, Raleigh, NC | Owner, Head Coach, Marketing Director

- Founded, owned, and operated a successful CrossFit affiliate serving nearly 200 members, leading all aspects of business operations, strategic planning, marketing, and customer experience.
- Developed and executed comprehensive marketing strategies that increased brand awareness, member engagement, community partnerships, and business growth through digital marketing, website content, email communications, social media, and promotional campaigns.
- Built and managed strategic partnerships with local businesses, nonprofit organizations, and national fitness brands, creating mutually beneficial collaborations that expanded community reach and strengthened brand visibility.
- Directed brand development by establishing a consistent voice and identity across marketing materials, website content, events, sponsorships, member communications, and promotional initiatives.
- Planned and executed competitions, seminars, fundraising events, and community programs, overseeing event marketing, registration, vendor coordination, logistics, hospitality, volunteer management, and participant experience.
- Fostered a highly engaged fitness community by developing outreach initiatives, supporting local nonprofits, and creating an inclusive environment that encouraged long-term member retention and community involvement.
- Recruited, hired, trained, mentored, and supervised coaching staff while cultivating a collaborative, service-focused culture centered on continuous learning, accountability, and exceptional member experiences.
- Managed all aspects of business ownership, including budgeting, financial oversight, vendor negotiations, purchasing, contracts, scheduling, facility operations, and long-term strategic planning.
- Founded and directed Raleigh Weightlifting Club, a USA Weightlifting-affiliated club, coaching youth and adult athletes, organizing mock competitions, hosting educational seminars, and promoting Olympic weightlifting within the local community.
- Developed adaptive training programs and partnered with adaptive CrossFit leader Stephanie Hammerman to ensure athletes of varying physical abilities had meaningful opportunities to participate and succeed.

Viget Labs (Digital Agency) | Marketing & Communications

Manager, Durham, NC

- Managed integrated marketing and communications initiatives to support business development, client engagement, brand visibility, and organizational growth at a nationally recognized digital agency.
- Developed strategic marketing content, including website copy, presentations, digital communications, internal messaging, promotional materials, and executive communications, aligned with organizational objectives and brand standards.
- Collaborated across multidisciplinary teams—including leadership, strategists, designers, developers, project managers, and subject matter experts—to coordinate projects, gather stakeholder input, and deliver high-quality marketing initiatives on deadline.
- Managed website content, digital communications, and marketing assets across CMS platforms, supporting SEO best practices, user experience, and content optimization.
- Leveraged digital marketing tools and analytics to evaluate campaign performance, monitor engagement, and support data-informed marketing decisions.
- Coordinated the planning and execution of company webinars, including scheduling, speaker coordination, attendee communications, registration support, presentation preparation, and post-event follow-up.
- Assisted webinar presenters by developing presentation materials, coordinating logistics, supporting live webinar execution, and ensuring a professional participant experience from registration through completion.
- Utilized AI-assisted research and content development tools, project management software, and collaborative technologies to streamline workflows and support cross-functional marketing initiatives.
- Thrived in a fast-paced agency environment, balancing multiple priorities while maintaining exceptional organization, adaptability, and attention to detail.

COLLEGIATE ATHLETICS COMMUNICATIONS & MARKETING

NC State Athletics and Fresno State Athletics

Athletic Communications & Media Relations

- Served as Athletic Communications contact supporting NCAA Division I programs including women's basketball, softball, women's soccer, women's swimming & diving, men's soccer, and track & field.
- Produced feature stories, press releases, media guides, game notes, athlete biographies, website content, and digital communications.
- Coordinated game-day media operations, credentialing, interview requests, press conferences, statistical reporting, and championship communications.
- Collaborated with coaches, student-athletes, broadcasters, photographers, conference officials, and athletics leadership to execute successful events and communications initiatives.
- Supported nationally recognized events, including the NCAA Championships, the Women's Jimmy V Classic, Play4Kay, the Davis Cup, the Billie Jean Cup, and additional collegiate championship events.

- Managed multiple concurrent projects while maintaining exceptional organization, accuracy, and attention to detail in fast-paced environments.

Education

University of Michigan-Flint, Flint, MI

BBA, Majors: Marketing, Operations Management

Graduated April 2000 with honors

Sanford-Brown College-Farmington, Farmington, CT

Completed 84hrs. within the Criminal Justice Program

4.0 GPA | January 2018 - September 2018

NC State University, Raleigh, NC

Professional Certificates

Social Media Marketing Strategy (May 2022)

Digital Marketing (January 2023)