

Stephanie Miller – Social Media Specialist

Personal Attributes

- Creative, willing to experiment; persuasive writing skills.
- Ability to synthesize large amounts of data into actionable information.
- Excellent inter-personal skills and focused listener.
- Analytical and open-minded, able to determine best approach for target audience.
- Strong drive to learn; eager to apply new knowledge; self-sufficient.
- Energetic, determined, resourceful and results-oriented with any challenge.
- Engaging demeanour with an exceptionally positive and conscientious attitude.

Experience

- Thorough social media background, concentrating on Facebook, Twitter and LinkedIn.
- Community Director for Canada's fastest growing social change social networking site.
- Professional blog writer with experience in both corporate and personal blog management.
- Writer and manager of 6 separate blogs in diverse industries: health, social change, marketing, paralegal, auto and real estate.
- Extensive experience in search engine marketing (SEO), copywriting and business writing.
- Insight into consumer behaviour gleaned from studies in psychology.

Achievements

- Social networks: Twitter (1,837 followers); Facebook (425 friends); Daily Challenge (214).
- Using online and offline promotion techniques, helped build a community from zero to 15,000 visitors in 3 months.
- Co-authored social media white paper, "What is Social Media & Why Should I Care?"
- Successfully balanced ongoing, strategic projects with the need to be readily accessible, connected and responsive to the community.
- Writing and managing a personal, healthy lifestyle blog (Live Lighter) since 2007. Currently the blog receives an average of 600 visitors per day and 36,000 page views per month.

Career History

- 09/2005 - present - Professional Writer & Entrepreneur - corporate and private clients
- 09/2008 – 02/2009 – Community Director – Daily Challenge (an Apollo Media project)
- 07/2007 – 09/2008 – Search Engine Marketer, Blogger & Content Developer – Apollo Media

Personal Details

- Stephanie Miller
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Hobbies

- Reading, blogging, social media
- Cooking, yoga, hiking, rollerblading
- Personal & business development

Education and qualifications

- Specialized Honours Psychology B.A., York University, 1996-2000
- Ongoing industry research (studies, webinars, case studies, seminars, etc.)
- On-the-job training with Daily Challenge (social networking site) & Apollo Media (online marketing company)
- Facebook Developer Garage, 2009 (conference)

References Available Upon Request

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