

Erica Colvin Miller

Sr. Content Manager and Strategist

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CAREER OBJECTIVE

Highly organized and detail-oriented content manager with a drive to exceed expectations. Ability to analyze data, develop strategies, and provide solutions to complex brand and audience problems.

SKILLS

Content Strategy

Digital Media

Content Management

Brand Positioning

Brand Development and Marketing

Competitive Research

Copywriting and Editing

EXPERIENCE

FREELANCE BRAND STRATEGIST AND COPYWRITER, Salt Lake City, UT

Kismet Strategy, July 2022–Present

- Manage and execute projects across consumer goods, home, hospitality, fashion, wellness, fitness, technology, construction, and other industries
- Optimize client website content for SEO purposes using keyword research tools.
- Manage client websites and digital advertising campaigns.
- Communicate with stakeholders to gather requirements and translate into content needs.
- Collaborate with client teams to produce comprehensive project plans aligned with company vision.
- Optimize copy with emphasis on building expertise, authority, and trust.

SR. CONTENT MANAGER, Portland, OR

Mambo Media, November 2022–August 2023

- Led content strategy and developed personas, messaging matrices, competitor analyses, and customer journeys for high-profile clients.
- Developed editorial calendars outlining upcoming topics and deadlines for various types of content assets.
- Created, edited, and managed content for digital campaigns, websites, blogs, emails, newsletters, and other marketing materials.
- Leveraged social media platforms such as Facebook, Twitter and Instagram to promote content and engage target audiences.
- Maintained up-to-date knowledge of industry trends and best practices in digital marketing and content management.
- Analyzed website performance metrics to identify areas of improvement and optimize content accordingly.

SR. MANAGER OF CONTENT STRATEGY, Lehi, UT

Ember, March 2022–July 2022

- Created editorial calendar for brand content across digital, social, and sales communications.
- Designed brand and buyer personas to guide our marketing efforts, then trained ancillary teams to incorporate strategies.
- Worked with senior management on strategy development and execution planning.
- Hired, trained, and managed our social media manager to establish social presence and consistent storytelling.
- Wrote web copy, social captions, digital ad copy, nurture email campaigns, luxury real estate listings, FAQ responses, blog articles, and more.

HEAD OF COPY, Logan, UT

Malouf Companies, February 2017–March 2022

- Managed messaging strategy and execution for omnichannel company with portfolio of 55+ brands
- Built comprehensive editorial calendars, creative campaigns, and storytelling strategy for top consumer goods brands across B2B, B2C, nonprofit, and public relations
- Crafted detailed brand and customer personas
- Collaborated with other creative leaders as well as sales, product, and digital teams
- Hired, trained, and led a strong, talented team of nine writers and editors

SENIOR BRAND COPYWRITER, Logan, UT

iFit, March 2013–December 2015

- Wrote for nationally-recognized fitness brands: ProForm, Gold's Gym, FreeMotion, and Weider
- Crafted messaging for marketing assets including website copy, packaging, email campaigns, and brand identity
- Proofread copy for accuracy and clarity prior to publication.
- Conducted market research to understand target audiences and their needs.
- Researched industry trends and competitor activities to inform creative campaigns.
- Updated existing content regularly based on changing trends or customer feedback.

EDUCATION

COMPLETED COURSEWORK TOWARDS ENGLISH IN PROFESSIONAL WRITING

Brigham Young University–Idaho, 2009

AWARDS

- SAMY (Sales and Marketing of the Year) for Best PR Launch, Utah Business, 2019

CO-FOUNDER OF WOMEN OF MALOUF

Developed a women-led organization focused on professional development for women across the organization of 1,500 employees.

ONLINE PORTFOLIO

www.ericacolvinmiller.com