

BAILEY MILLER

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EDUCATION

Bachelor of Arts, Willamette University, Salem, OR **Expected Graduation Date: May 2022**

Major: Civic Communication and Media GPA 3.5

Communications Thesis: *Teenagers, Texting, and Interpersonal Relationships*

Study Abroad: Granada, Spain | Fall 2019

EXPERIENCE

Brand Management and Social Media Manager, Salem, OR **January 2020 - Present**

Willamette Events Board

- Purchased engaging prizes for the event, Bearcat Fridays, to increase brand awareness of the department and publicize upcoming events.
- Developed and sent Google Form surveys to student attendees of WEB events, with a prize incentive, and compiled and analyzed the results in a Microsoft Excel file.
- Collaborated with other WEB student leaders and supervisors in the Office of Student Affairs to manage branded publicity and develop social media content for Facebook, Twitter, and Instagram which increased overall followers by about 30 students on each.
- Organized a structured social media calendar for posting about events and general WEB visibility to create a streamlined process.

LEAP Graphic Design Intern, Salem, OR **June 2019 - August 2019**

Oregon Department of Consumer and Business Services

- Organized web and print communication campaign project on young worker safety which involved research, content organization, and coordination with different departments as well as close collaboration with the public affairs intern.
- Designed all aspects of the project using InDesign to create a publication appealing to young adults as well as social media images.
- Managed multiple tasks of the campaign project under deadlines and maintained a timeline for the completion of the project; solving problems as they arose.
- Presented project results to 40 members of the agency in an engaging PowerPoint.

Communications Intern, Portland, OR **June 2018 - August 2018**

Make a Wish Oregon

- Created original posters, social media content, and other marketing materials using InDesign and Photoshop to assist in outreach efforts for events.
- Engaged followers by curating an appealing collection of photos and videos from events and strategically used them on social media to create and enhance the brand.
- Communicated with donors over email, phone, and in-person in a professional manner to answer questions and concerns and make them feel welcomed.
- Wrote persuasive press releases and updated content for the website to inform the public of the work of the organization.

SKILLS

Adobe Creative Cloud Applications
Microsoft Office Applications
Google Suite Applications
Java and C++
Advanced Spanish Language Skills

HONORS AND AWARDS

Mary L. Collins Undergraduate
Scholarship (2020)
Recipient Catherine D. Lutz Internship
Fund (2019)