

Marla R. Miller, MPA

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Skills & Abilities

COMMUNICATION

- Award-winning features writer and media professional with 20 years of customer service experience
- Savvy storyteller who can explain complex information and write in a clear, engaging style
- Skilled written and verbal communicator who can meet deadlines and work under pressure
- Strong technical command of the English language; commitment to accuracy and ethical integrity
- Excellent interviewing, reporting, research, fact-checking, editing, and proofreading skills

INTERPERSONAL

- Friendly, honest, outgoing personality; creative, organized, and detail oriented
- Self-starter who can work independently and multitask, think on my feet, and respond to changing priorities and stressful situations
- Professional, caring person with a proven track record of cultivating relationships, building collaborations, and working courteously and cooperatively with people from diverse backgrounds
- 20 years of experience working with photographers, designers, editors, and marketing/PR professionals, along with diverse professionals, students, and community members

LEADERSHIP

- Excellent problem solving, critical thinking, and reasoning skills
- Task and results-oriented achiever who welcomes new challenges, learns and adapts quickly
- Able to assess situations, make decisions, and work without supervision to produce results
- Can see the “big picture,” combining logic and creativity into innovative yet executable ideas
- Professional, volunteer, and academic project management experience

Education

MASTER OF PUBLIC ADMINISTRATION | 2012 | GRAND VALLEY STATE UNIVERSITY

- Nonprofit management concentration; graduated cum laude
- Joyce Hecht Philanthropy Scholarship, GVSU's School of Public and Nonprofit Administration
- Beyrle-Hollowell Scholarship, Community Foundation for Muskegon County
- London Urbanization Study Abroad, Kingston University/GVSU, summer 2011
- Coursework: The Nonprofit Sector: History and Ethics; Nonprofit Management Practices; Nonprofit Advocacy and Public Policy; Nonprofit Resource and Financial Management; Nonprofit Boards, Trustees, Governance; Grant Writing; Foundations of Public Management; Research Methods; Human Resources in Organizations; Organizational Theory; Public Management Seminar

BACHELOR OF SCIENCE | 1998 | BALL STATE UNIVERSITY

- Major: Journalism, news editorial sequence
- Minor: English
- Graduated cum laude

Experience

PROFESSIONAL WRITER & EDITOR | SELF-EMPLOYED | 2012-PRESENT

- Feature articles, news stories, and front of book pieces for magazines, newspapers, and online outlets
- Project management and interim managing editor with duties including planning content, working with freelancers, assigning articles, photo coordination, editing, proofreading, and freelancer disbursements
- Annual reports, grant writing, press releases, newsletters, and business writing
- Marketing, email, and creative B2B and B2C copywriting
- Ghostwriting, blogging, social media, and website content
- Copyediting, proofreading, and transcriptions of interviews and video scripts

ADJUNCT INSTRUCTOR AND TUTOR | MUSKEGON COMMUNITY COLLEGE | 2017-PRESENT

- College Success Seminar instructor with duties including weekly planning, creating presentations, leading lecture and class discussion, and grading in a timely manner
- Course covers academic strategies and life skills to be successful college students and employees
- Mentor and support students as they explore college and career interests and themselves
- Work one-on-one with students in the Writing Center to help students organize, improve, and edit papers; instructor for English 114

TOTAL CONTROL INSTRUCTOR/PART-TIME CLERICAL ASSISTANT | MERCY HEALTH BLADDER CLINIC | 2012-2018

- Taught exercise and education classes on women's pelvic health and bladder control; occasionally wrote marketing copy and attended health expos; helped coordinate Total Control program 2016-17
- Part-time/relief clerical assistant with a variety of office and front-desk duties including greeting and scheduling patients, answering the phone and reminder calls, referrals, maintaining records and confidentiality, scanning documents (2015-16)

GRANT WRITER INTERN | EVERY WOMAN'S PLACE | SPRING 2012

- Wrote and received more than \$10,000 in grants, including one for Muskegon County Girls on the Run through Community Foundation for Muskegon County; 20 hours empathy training

INTERN | BIG BROTHERS BIG SISTERS OF THE LAKESHORE | SPRING 2012

- Secured \$5,000 grant for match program from Community Foundation of the Holland/Zeeland Area
- Wrote press releases; community outreach at Tulip Time; updated donor list and other duties

ENTERTAINMENT/FEATURES WRITER | MUSKEGON CHRONICLE | 2005-2010

- Generated section-front centerpieces for A&E cover, Sunday features, religion, and health pages
- Wrote front page, breaking news, and enterprise stories as assigned
- Beat reporter for West Michigan Symphony, Muskegon Museum of Art, Lakeshore Museum Center, Frauenthal Center, Muskegon Community College arts programs, and other arts nonprofits
- Covered arts and entertainment, summer music festivals, concert and theater previews, area arts councils, arts-related community events, nonprofits, and social issues
- Wrote weekly column SenseAbilities for Thursday entertainment section
- Covered seven school districts, several townships, and general news assignments
- High accuracy and professionalism on Chronicle source questionnaires

HEALTH AND FEATURES REPORTER | THE REPUBLIC | 2001-2005

- Covered hospital, medical community, health trends and issues
- Arts, entertainment, features, religion, business profiles, general assignments
- Specialties: Domestic violence, animal rescue and abuse, poverty issues
- Enterprise and investigative articles alone and with staff
- Elections, breaking news, cops weekend rotation, news briefs and obituaries
- Received positive feedback and Thank You notes from sources/readers

EDUCATION AND FEATURES REPORTER | THE FRANKFORT TIMES | 1998-2001

- Beat reporter for four school districts, township government, breaking news as needed
- Wrote features, business and economic coverage, human interest stories, and general assignments
- Elections, cops weekend rotation, obituaries, school news, and news briefs
- Promoted to features writer and copy editor; coordinated Senior Times special section
- Assisted with editorial functions including editing, page design, taking photos as needed
- Won numerous awards and helped newspaper earn second overall in state newspaper contest

Awards

THE REPUBLIC

Best Feature Series (team), first place, Indiana Associated Press Managing Editors, 2005; Best Non-Deadline Reporting (team), third place, Society of Professional Journalists, 2005; Best Ongoing News Coverage (team), third place, Hoosier State Press Association, 2003; Best Short Feature Story, second place, HSPA, 2002

THE TIMES

Best Profile Feature, second place; Best Business/Economic News, third place; Community Service (team), first place; Community Service, third place; Best In-Depth Feature, second place, HSPA, all in 2001; Community Service, first place; Best Business/Economic News, second place; Best News Coverage with No Deadline, second place, HSPA, 2000; Best In-Depth Feature, second place, HSPA, 1999

Workshops

Marketing Mondays, Muskegon Innovation Hub, Muskegon, MI
Wade Rouse Magazine Writing Workshop, Saugatuck, MI
Midwest Writers Workshop, Muncie, IN
Marketing Your Business, MI-SBTDC and SCORE, Muskegon, MI
Writing A Business Plan, MI-SBTDC and SCORE, Muskegon MI
Making Social Matter, Johnson Center at GVSU, Grand Rapids, MI

Past community service

Greater Muskegon Jaycees: Past board member, newsletter editor, charity auction

Miss Michigan Scholarship Pageant: Mock interviewer, teen and pre-teen pageant judge

Women's Division Chamber of Commerce: Community star and dancer for charity event