

Marla Miller

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Communications, Marketing & Nonprofit Professional

Customer-focused marketing and communications professional with extensive office and interpersonal communications experience. Skilled at working independently or with cross-functional teams, building relationships, and collaborating with people from diverse backgrounds. Savvy storyteller and content marketer with SEO experience who can write blog posts, press releases, reports, social media, and email newsletters. Organized, efficient, and detail-oriented administrative support professional who can follow directions, meet deadlines, and take initiative to solve problems and complete projects. Proficient with Blackboard, Google suite, Microsoft Office suite, ShareFile and WordPress.

- Customer Service
- Interviewing & Reporting
- Editing & Proofreading
- Human Resources & Hiring
- Content Marketing
- Office Support/Administration
- Records Management
- Project Management
- Research & Fact-Checking
- Grant & Business Writing
- Teaching and Tutoring
- Create & Edit Website Content
- Detail & Solutions Oriented
- Critical Thinking
- Strategic Communications
- Problem Solving
- Media Relations
- Social Media

Adaptable, Flexible, Self-Motivated, Honest, Reliable, Organized, Team Player

PROFESSIONAL EXPERIENCE

Owner, Marketing Writer & Editor | Marla R. Miller

February 2012 — Present

Writer and editor with content marketing and digital marketing experience. 10+ years as a reporter and freelance writer covering business, features, nonprofits, and community service journalism.

- Write well-crafted, concise and compelling articles, blogs, features and reports
- Works well under pressure, meets deadlines and meticulous attention to detail
- Strategic and creative thinker, idea generator and community collaborator
- Media outreach, social media content and content writing experience for all media platforms
- Familiarity with digital platforms, multimedia journalism, photography and SEO practices
- Create blogs and other content for nonprofits, marketing agencies and online companies
- Perform interviews, research and analysis, cold pitches/email outreach
- Write and edit content for annual reports, press releases, newsletters, custom publications
- Grant writing, business and report writing, social media and website content
- Assisted with interviews, articles, and final edits for MOKA's annual report (2018-2023)
- Editor and proofreader with MLA, APA, AP Style and Chicago Style experience
- Won numerous awards for feature writing and community service journalism
- Maintain and update my own WordPress website; write social media captions and blogs

Professional Writing Tutor | Muskegon Community College

October 2023 — Present

Work one-on-one with students in the Writing Center and virtually to improve essays, college papers and resumes. Served as adjunct instructor and Writing Center tutor from 2017-2020.

- Assist students with the writing process, organization, punctuation, citation and self-editing

- Taught grammar, style and composition course as a companion to English 101
- Worked independently as College Success Seminar instructor to create presentations, lead lectures, facilitate class discussions and grade assignments in a timely manner
- Mentored students through classroom management and supportive services, including tutoring, career exploration, college success strategies, and positive psychology

Administrative Professional, Reviewer & Editor | Hamilton Enterprises

March 2022 — September 2023

Full-time remote position for Washington, D.C.-based auditing and accounting firm.

- Created workpapers, report templates, and draft reports summarizing audit findings
- Edited and proofread draft and final reports and RFP responses
- Assisted with hiring and onboarding of 20+ people for several government contracts
- Conducted interviews and served as human resources contact for applicants
- Reviewed financial statements, documents, and spreadsheets for reviews and audits
- Coordinated virtual meetings, composed emails, and provided other HR support

Clerical Assistant, Health & Fitness Instructor | Mercy Health

August 2012— December 2018

Facilitated weekly small group fitness classes to educate women on exercise and lifestyle changes that improve pelvic health and bladder control and part-time clerical assistant.

- Wrote marketing copy and attended health expos to promote Total Control program
- Coordinated program, trained second instructor, expanded classes to community sites
- Scheduled patients, answered phone calls, processed referrals and maintained patient files
- Scanned documents as clinic transitioned to electronic health management system

Grant Writer Intern | Every Woman's Place & Big Brothers Big Sisters of The Lakeshore

January 2012 — June 2012

Intern for Muskegon-area nonprofits to complete master's degree in nonprofit administration.

- Received \$15K in grants to support youth and mentoring programs
- Wrote press releases and reports, updated donor list and performed community outreach

Additional career highlights:

Arts & Entertainment, Feature Writer | Muskegon Chronicle | Muskegon, MI

Health & Feature Reporter | The Republic | Columbus, IN

Education & Feature Reporter | The Times | Frankfort, IN

EDUCATION

Master Of Public Administration | Cum Laude | Grand Valley State University

Concentration in Nonprofit Management; London Urbanization Study Abroad, Kingston

Bachelor of Science in Journalism, Minor in English | Cum Laude | Ball State University

TRAINING AND MEMBERSHIPS

- Content Marketing & Social Media Certified, HubSpot Academy
- ETOM Online Teaching Certification Course, Grand Rapids Community College
- Empathy Training, Every Woman's Place
- West Michigan Works! WorkReady and SCORE Small Business webinars