

# Richard “Avery” Miller

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## OVERVIEW

Result-oriented communication, social media, and digital media professional with multifaceted experience in advertising, content creation, and continual revenue generation. Expertise in enhancing business development through increased brand awareness, cultivating relationships, and implementing strategies that align with goals. Skilled at working interdepartmentally to manage projects, evaluate processes, and lead data-driven decision-making. Thrives in both an individual and team environment.

## EXPERTISE

*Social Media Management / Content Creation / Marketing & Advertising / Brand Awareness / Revenue & Lead Generation / Data Analytics / PPC and SEO / Logistics Coordination / Business Development / Relationship Building / Project Management / Team Communication & Collaboration / Strategic Planning & Implementation / Data-Driven Decision Making*

## PROFESSIONAL EXPERIENCE

### **Marketing Coordinator: 12th Man Technology** | SEP 2025 – PRESENT

*Serve as the sole member of the marketing team, overseeing all marketing initiatives for the organization. Manage social media from strategy through execution, including content creation, copywriting, scheduling, analytics, and community engagement. Maintain and update the company website to ensure accurate content, consistent branding, and timely promotions while applying SEO best practices. Support company events through promotion, coordination, and on-site branding. Lead in-store visual merchandising and store decoration, and design graphic assets for digital, print, and in-store use while managing copy creation and print coordination to ensure brand consistency and quality.*

### **Marketing Specialist: Minuteman Power Technologies** | JUL 2023 – MAY 2025

*Oversee Google Ads PPC (pay-per-click) by creating campaigns, appropriately budgeting, identifying trends, and overall generating positive website traffic. Produce, schedule, and execute social media/website content by strategizing, using photography, editing, and creating graphics. Schedule and execute weekly/monthly email campaigns. Assist in event planning for our regional sales representatives across the United States and Canada.*

### **Social Media Manager (Freelance): Lara Logan / Real Media, Independent Journalist** | MAR 2022 – PRESENT

*Manage various social media platforms ranging from ten-thousand followers to over a million followers. Tasks include editing short and long form videos, reviewing analytics, writing/editing copy, monitoring messages and comments, and developing strategic digital plans and ideas to increase growth and expand digital reach. Pivotal piece in kick-starting Lara's podcast "Going Rogue with Lara Logan".*

### **Social Media Manager/Marketing Specialist: Versacarry** | NOV 2022 – APR 2023

*Managed and optimized social media by developing engaging content strategies tailored to platform-specific audiences. Responsibilities included photography, videography, editing, analyzing engagement data, identifying trends, and maintaining a consistent posting schedule. Additionally, I leveraged expertise in SEO and PPC (Google Ads and Meta) to design and execute paid advertising campaigns, ensuring quality reach and ROI. Proactively engaged with audiences by responding to messages and fostering community growth.*

### **Student Social Media Assistant: 12th Man Creative, Texas A&M University** | FEB 2020 – DEC 2021

*Developed social media content regarding a multitude of sporting events for Texas A&M University athletics program. Managed projects and tasks based on ever-changing needs.*

- Worked interdepartmentally to create and implement social media strategies to deliver best results.
- Ensured accurate branding for the university across all content to drive awareness.
- Built social media following within various platforms to foster a positive reputation.
- Cultivated relationships through social media interactions, generating leads and profitability.

### **Freelance Social Media Strategist: Flags for Good** | JUNE 2021 – SEP 2021

*Led social media strategy by working with a multitude of teams to ensure successful execution. Collaborated with the founder and business owner to develop and deploy social media content.*

- Supported business growth and social media presence through various strategic initiatives to meet KPIs.
- Utilized numerous social media platforms to produce awareness, leads, and revenue.
- Analyzed practices and methods to make continuous improvements and data-driven decisions.

## EDUCATION & TECHNICAL SKILLS

**Bachelor of Science: Telecommunication Media Studies** | Texas A&M University | DEC 2021

**Certifications:** Google Ads Creative (ID: 74315894), Google Ads Measurement (ID: 152971585), Facebook Marketing and Advertising (ID: 7837592)

**Programs:** Adobe Suite, AI, Airtable, Big Commerce, Canva, ChatGPT, Data Analysis, DSLR Photography, Gleam, Google Ads, Google Analytics, Google Suite, Hootsuite, MailChimp, Microsoft Office Suite, WordPress

**Social Media:** Gettr, Facebook, Instagram, LinkedIn, Locals, Pinterest, Reddit, Truth Social, Twitch, X (Twitter), YouTube

## OTHER

**Portfolio Website:** [richardaverymiller.com](https://richardaverymiller.com)

**Founder:** onepiecesociety *Instagram Account* (43,000 followers)

**Owner:** Pack Fresh Events LLC