

# Miller Grace White

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## PROFESSIONAL EXPERIENCE

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**Social Media (Pinterest) Coordinator - Storybook** • Remote April 2022 - September 2023

- Utilized analytics to boost online engagement by 200% in one month.
- Develop visually engaging, time-sensitive graphic content to enhance platform interaction.
- Operate remote collaboration tools to launch company's digital media presence on Pinterest platform.

**Junior Photographer Assistant - Abby Leigh Photography** • New York, NY March - May 2022

- Collaborated with photographers to operate video equipment and capture behind-the-scenes footage.
- Conducted routine equipment maintenance to enhance workflow in a fast-paced environment.

**Merchandising Consultant - Lily Brooklyn Boutique** • Brooklyn, NY September 2022 - Present

- Cultivated client relationships and exceeded sales targets through individualized engagement strategies.
- Implemented record-keeping procedures to track inventory levels and improve product visibility.

## EDUCATION

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**Bachelor of Arts in Media, Culture, and the Arts, Media and Film Studies Concentration** Graduated 2022

The King's College • New York, NY

- *Honors*: Presidential Scholarship, Dean's List August 2019 - December 2022
- GPA: 3.6 / 4.0

## PROJECTS

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**Capstone Business Project - Social Media Marketing** • The King's College January 2022 - May 2023

- Created and managed an Instagram account featuring homemade alcoholic beverages.
- Applied Adobe Photoshop, DSLR Photography, advanced lighting techniques, food and beverage styling.
- Strategized post engagement to expand follower base through partnerships with liquor brands.
- Adapted content to leverage growing trends, integrating tea and non-alcoholic beverages during Dry January.

## COMMUNITY INVOLVEMENT

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**Social Media Analyst - Canaan Dog Alliance** • Remote March 2022 - Present

- Editing videos to facilitate adoption of dogs from conflict zones in the Middle East.
- Served as a Social Media Content Calendar Creator to draft designs for digital post content.

**Director of Communications - TKC Photography Club** • The King's College August 2021 - December 2022

- Assisted coordination of calendar management, member engagement, meetings, travel arrangements.
- Executed marketing strategy, boosting member registration by designing instagram posts and holding table events.

## SKILLS

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- Proficient in **Adobe Premiere, Google Drive Suite, Microsoft Office, Slack**
- Experienced in **AV, Business Admin, Filmmaking, Photography, Social Media Marketing**
- Certifications: **LinkedIn Certificate in Marketing: Copywriting for Social Media, Driver's License**