

# Chase Miller

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*Interested in a career involved in applying sociological skills and research to the field of digital marketing/social media coordination.*

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## **Education**

TEXAS STATE UNIVERSITY, San Marcos, TX; Anticipated Graduation: December 2016

*Working on a BS in Applied Sociology with minor in Business Administration.*

## **Coursework**

- ❖ Extensive knowledge of marketing principles and the application of quantitative and qualitative research methodology in the advertising industry.
- ❖ Knowledge and understanding of different management structures and strategies from a business conceptual and sociological approach.
- ❖ Experience in demographical research, trends research, and data analytics.

## **Specialized Skills**

- ❖ I have educated myself in the skill of coordinating the development of social media marketing campaigns by building a strong network following, through which brands may connect with the consumer on a more direct level that is organic and on a large scale.
- ❖ In several entrepreneurial ventures, I gained experience in generating unique and appropriate content for advertising campaigns.
- ❖ I have mastered working in a team-based setting through the experience I gained in cooperation with, and coordination of various individuals in reaching a common goal and vision for a potential venture.

## **Experience**

Markerly INC, Austin, TX ..... September 2016 – Present

*Sales Advertising & Marketing Intern – Client prospecting, identifying influencers, as well as environmental scanning and analysis.*

SNAPP’N SAVE, San Marcos, TX ..... January – August 2016

*Digital Media Coordinator – Focus on network growth for advertisement of a coupon app.*

ENDLESSENT, San Marcos, TX ..... February 2013 – June 2015

*Digital Media Coordinator – Focusing on network growth for entertainment events and concerts.*

*Recruitment/ Team Leader – Selection, training, and coordination of advertising employees.*