

# ZACHARY MILLER

zchrymlr@gmail.com

## EXPERIENCE

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**Deseret Digital Media – Salt Lake City, UT**

**May 2022 – Nov. 2025**

*Marketing Manager*

- Directed comprehensive marketing strategy and operations for KSL.com to maintain its position as Utah's largest news and marketplace platform.
- Analyzed complex data sets to identify new revenue streams and opportunities for product improvements across the platform.
- Managed digital advertising budgets and creative strategy to drive user acquisition and retention.
- Supervised the news social media strategy across Facebook, X, Instagram, TikTok, and YouTube to drive engagement and platform growth.
- Oversaw search, newsletter, email, app, and social campaigns, utilizing Pardot, Braze, and Hootsuite to manage customer lifecycle and communication.
- Provided dedicated marketing support for high-value Marketplace verticals, including Classifieds, Cars, Homes, and Jobs.

**Marriott School of Business, Brigham Young University – Provo, UT**

**Oct. 2018 – May 2022**

*Public Relations and Marketing Manager*

- Developed and supported broader school branding and marketing campaigns through strategic communication.
- Led a team of writers to write and edit over 600 pieces of content published across digital and print formats.
- Managed all official social media channels to increase digital engagement and reach.
- Oversaw school's data collection and correspondence with external publications to drive brand prestige and competitive positioning.
- Consulted with internal departments to develop and execute marketing strategies that aligned with university-wide goals.

**Clearlink – Salt Lake City, UT**

**May 2018 – Oct. 2018**

*Paid Search Specialist*

- Managed performance marketing execution for a major nationwide client, overseeing over \$3,000,000 spend.
- Directly responsible for the health and efficiency of 200+ paid search campaigns.
- Utilized pivot tables and enhanced integrations to translate engine data into actionable strategy and executive-level ROAS reporting.
- Implemented and optimized Google Shopping (PLAs and LIAs) to ensure maximum budget efficiency and attainment of sales goals.
- Developed and implemented new QA protocols to guarantee accurate data recording and reporting across Google Ads, Bing Ads, and DoubleClick.

**School of Communication, Brigham Young University – Provo, UT**

**Sept. 2016 – May 2018**

*Graduate Research Assistant*

- Conducted advanced research on brand strategy, media effects, and social media trust to inform strategic communication.
- Presented co-authored research findings at international conference, earning prestigious awards for strategic communication.
- Applied qualitative and quantitative research methods to examine complex organizational issues.
- Mentored others in data-driven decision-making and strategic analysis throughout the research process.

**College of Fine Arts and Communication, Brigham Young University – Provo, UT**

**May 2017 – Aug. 2017**

*Assistant Public Relations Coordinator*

- Implemented new methods to define, measure, and report KPIs, allowing leadership to make data-informed marketing decisions.
- Conducted audience identification and stakeholder analysis to build targeted communication and marketing strategies.
- Developed streamlined project tools to optimize internal workflow and resource management.
- Spearheaded efforts to enhance the college's digital presence and strategic organizational development.

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## University of Utah – Salt Lake City, UT

July 2015 – July 2016

### *Marketing and Communications Coordinator*

- Managed high-volume, global marketing campaigns for Office of Admissions for diverse (LGBTQ+, first-generation, multicultural), non-traditional (veterans, parents), and international prospective students.
- Created and launched a new, dedicated webpage for international students that improved institutional clarity and conversion.
- Worked with central University Marketing on copywriting, editing, and graphic design for application and informational materials.
- Managed social presence and engagement platforms to build brand affinity with future students and parents.

## The Church of Jesus Christ of Latter-day Saints – Salt Lake City, UT

June 2014 – Dec. 2014

### *Marketing Intern*

- Wrote all introductory website copy for a major new museum exhibit, collaborating on design and layout.
- Provided communications and marketing support for library lectures, events, and archival promotions.
- Created promotional materials to drive employee engagement and support internal branding projects.
- Coordinated international outreach with global universities to promote accession of major historical publications.

## Harold B. Lee Library, Brigham Young University – Provo, UT

June 2011 – Sept. 2013

### *Administrative Assistant*

- Worked closely with PR employees to create advertising and messaging campaigns designed to increase library usage.
- Managed logistics for major institutional events, ensuring alignment with library-wide development goals.
- Provided administrative coordination for library-wide councils and executive leadership.
- Maintained internal wiki pages and committee reports to ensure organizational knowledge was accessible and accurate.

## Pinnacle Security – Orem, UT

May 2009 – Apr. 2011

### *Workforce Management Coordinator, Account Creation Supervisor/Agent*

- Organized and analyzed call center data to enhance forecast accuracy and optimize staff scheduling.
- Collaborated with management to ensure staffing levels fulfilled operational needs and company goals.
- Led training and meetings focused on agent productivity and software proficiency.
- Provided data-driven insights to improve company-wide scheduling and forecasting.
- Managed and developed a team of 30 call center agents focused on customer acquisition.
- Analyzed and optimized company-wide policies and procedures as part of leadership council.

## EDUCATION

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### Brigham Young University – Provo, UT

Sept. 2016 – Aug. 2018

#### *Master of Arts in Mass Communication*

### Brigham Young University – Provo, UT

Sept. 2010 – Dec. 2014

#### *Bachelor of Arts in Communications: Advertising Emphasis*

## AWARDS

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- Koichi Yamamura International Strategic Communication Award (2018)
- Pinnacle Security Account Creation Employee of the Week (2x, 2009)
- Crater High School Student of the Year for Business (2007) and Art (2005)
- Southern Oregon Regional Rotary Club Speech Finalist (2006)
- Oregon DECA Business Services Marketing Finalist (2007)
- Oregon DECA representative at International Career Development Conference (2007)
- Winner of Crater High School graphic design competition (2005 – 2008)