

Elizabeth L Miller

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RESULTS-FOCUSED WRITER AND SEO EXPERT WITH A BACKGROUND IN COMMUNITY MANAGEMENT

Dedicated **content writer, copywriter, and community manager** with 10+ years of generalist experience in creating and curating high-quality content and helping communities thrive. Takes a high-level view of projects over their entire life span, from pitching ideas and outlining content to optimizing that content for search engines and measuring its performance. Adept at clear, measurable communication, especially with international teams. Cross-functional leader who bridges barriers between departments and agencies to ensure the completion and success of every task. Thrives on discrete, measurable tasks and clear goals.

RELEVANT SKILLS

- **Editorial and Content Creation:** Microsoft Office (Word, Excel, PowerPoint), Google Suite/Google Documents, WordPress, content planning and management
- **Social Media and Community Management:** Reddit, Discord, AltHealth, Disaboom, Flipagram, TikTok, Vigo Video, LinkedIn, Instagram
- **SEO and Style Manuals:** AP Style, Chicago Manual of Style, MarketMuse, Surfer SEO, Copywriting, SEO Writing, Blogging, Keyword Research and Optimization
- **Collaboration and Project Management:** Slack, Skype, Trello, Zoom, Google Meet, Microsoft Teams, Agile, Microsoft SharePoint, SmartSheet, Lark, team management and leadership, project management tools and methodologies

PROFESSIONAL EXPERIENCE

Freelance Copywriter and Content Writer | Self-Employed

02/2021 – Current

- Collaborates with dozens of clients in private and agency settings to create high-quality blog posts, website copy, social media posts, press releases, and magazine articles for local and international publications, delivering 10k+ words per week in a dynamic, fast-paced environment
- Works with agencies such as Verblip, Elite Editing, Progressive Dental Marketing, and RPM Traffik to improve search engine optimization and drive increased traffic to client websites
- Optimizes web content for search engines using tools like MarketMuse and Surfer SEO
- Conforms to a variety of style manuals, including AP style, Chicago, and in-house style guides, ensuring consistency and accuracy across all content
- Conducts research to stay up-to-date on industry trends and develop new, engaging content ideas

HR Assistant | Aramark

07/2021 – 10/2021

- Handled human relations issues for the food service provider at large professional sports venues such as Coors Field and Empower Field at Mile High, ensuring seamless operations and maximizing employee satisfaction
- Managed the check-in process for more than 750 temporary laborers on game days, ensuring timely and efficient staffing and contributing to the overall success of events
- Utilized Microsoft Excel and ABI to efficiently and accurately enter badge data on event days, facilitating prompt, accurate payment of temp agencies
- Acted as liaison with Aramark employees, ensuring clear communication between temps and management regarding scheduling, availability, and personnel issues
- Demonstrated exceptional organizational skills and attention to detail while managing administrative tasks, such as coordinating with external vendors, maintaining records, and seeking out extended coverage for large-scale events, resulting in streamlined processes and improved efficiency

Community Safety Manager | Flipagram/ByteDance, Inc.

12/2014 – 12/2018

- Managed a distributed team of 3-6 content moderators, overseeing the team's transition from a small social media startup environment to a larger, more corporate structure
- Conducted training, screenings, and job interviews for content moderators at Flipagram, Vigo Video, and TikTok

- Supervised the creation of specialized trust and safety tools for banning spam accounts, using a combination of these tools and SQL queries to remove 500,000 spam accounts over a six-month period
- Coordinated with other departments and external agencies to address pressing trust and safety issues, as well as maintaining regulatory compliance
- Supported the customer service team during busy periods to address overarching technical issues that impacted the community as a whole

Fraud Prevention Specialist | GOOD, Inc.

06/2014 – 09/2014

- Utilized external search engines and internal tools to identify spammers in the comment section of good.is and remove their accounts, fostering a more engaging and respectful community
- Inspected the database of votes in a contest that awarded a \$1 million prize, identified duplicate votes and botlike voting patterns, and ensured that the prize was awarded fairly, maintaining the integrity of the contest and the brand

Freelance Game Reviewer | Casual Gameplay/JayIsGames.com

03/2013 – 04/2014

- Conducted rigorous evaluations of casual desktop and mobile games and wrote detailed reviews of the ones that passed rigorous quality criteria, providing insights and enhancing the user experience
- Demonstrated exceptional analytical skills to create comprehensive walkthroughs of complex and difficult games
- Integrated internal backlinks and other SEO best practices to improve traffic around the site and enhance the brand's online presence and visibility

Editorial and Content Moderation Assistant | Associated Content/Yahoo! Inc.

02/2010 – 06/2014

- Evaluated and promoted approximately 300 items per day of user-submitted content (written, audio, and visual)
- Led the development and implementation of the Yahoo! Contributor Network's spam prevention systems, including creating detailed technical documentation on the process and providing comprehensive training to contractors on the telltale signs of spam
- Demonstrated exceptional writing skills and attention to detail by creating entries for a user-facing guide that enabled users to better follow the Yahoo! style guidelines, ensuring brand consistency

Social Media Marketer | Disaboom

11/2008 – 06/2009

- Demonstrated exceptional writing and editorial skills by creating and promoting engaging blog entries on Disaboom, the world's largest social network for disabled people, increasing user engagement and fostering a sense of community among members
- Successfully spearheaded the promotion of Disaboom content on multiple social media networks, including Reddit, LinkedIn, Facebook, and StumbleUpon, resulting in a substantial increase of up to 100,000 monthly unique visitors to the site

EDUCATION

Bachelor of Arts, English (Minor: French) | Centre College | Danville, KY

08/2004 – 05/2008