

CAREER DETAILS

Self-Employed Marketing Consultant

APR 2023 - PRESENT

- Lead digital strategy and execution for nonprofits, mission-driven organizations, and agencies.
 - Oversee SEO, content, websites, branding, social media, analytics, and campaign support.
 - Conduct digital audits and translate findings into clear strategies and priorities.
- Strengthen organizations' digital presence and content systems.
 - Improve website structure, messaging, user journeys, and organic visibility.
 - Develop website copy, editorial strategies, brand messaging, and visual identities.
- Drive measurable growth across organic search and paid campaigns.
 - Increased annual users by 30%+ and organic traffic by 57%+.
 - Expanded visibility to 32,500+ keywords, including Featured Snippets and AI search results.
 - Increased paid conversions by 1,330%+ while reducing cost per acquisition by 66%.
 - Contributed to international campaigns generating 1.2 billion social impressions, 1 million website visits, 9.5 million video views, and 4.2 million listeners.
- Partner with organizations including:
 - UNICEF
 - UNEP
 - World Vision
 - Catholic Charities
 - Catholic Relief Services
 - JMJ Partners (Disability Services Agency)

Outlier

AUG 2024 - PRESENT

AI WRITING EVALUATION CONSULTANT (Contract)

- Evaluate AI-generated writing for accuracy, clarity, and adherence to project guidelines.
- Provide detailed feedback to improve content quality and alignment with target audience needs.

Empart USA

MAR 2022 - APR 2023

MARKETING DIRECTOR (Contract, Full-Time)

- Built and implemented a comprehensive communications strategy from the ground up.
- Produced all donor-facing print and digital materials.
- Managed all marketing channels, including social media and digital campaigns.
- Supervised teams of freelancers, interns, and consultants.
- Led the development and launch of the "I Care For People" brand.
- Directed customer acquisition and retention efforts, emphasizing SEO optimization and targeted advertising.

Freedom 2

MAY 2021 - JAN 2023

COMMUNICATIONS + PODCAST CONSULTANT (Contract)

- Created strategy and created podcast-focused content for social media platforms.

Inner Eye Productions

JAN 2021 - OCT 2022

TEAM MEMBER (Part-Time)

- Assisted with all aspects of film production, including costuming, managing actors and extras, staging sets, supporting the director, and coordinating cameras, mics, and script materials.

The Aquinas Institute

SEP 2020 - FEB 2021

DIRECTOR OF COMMUNICATIONS & DEVELOPMENT (Contract, Full-Time)

- Built and implemented a communications strategy from the ground up.
- Provided creative direction and content creation (digital, video, print).
- Managed the launch and growth of social media platforms.

The Philos Project

MAR 2018 - SEP 2020

COMMUNICATIONS DIRECTOR (Full-Time)

- Established and drove a multi-channel communications strategy.
- Represented the organization at events, speaking engagements, and conferences.
- Led and contributed to content creation across digital, video, audio, and print.
- Oversaw a rebrand.
- Built strategic partnerships with influencers and industry leaders
- Coordinated events for a variety of audiences.
- Established and co-wrote a newsletter covering Middle East news.
- Co-created a variety of media products including podcasts, courses, series, op-eds, and more.

The Archdiocese of New York (Full-Time)

OCT 2017 - MAR 2018

CAMPAIGN MANAGER

- Managed fundraising efforts (events, campaigns, donor meetings) for the archdiocese.
 - Created and managed budgeting.
 - Coordinated and attended events representing the archdiocese.

GABRIELLA MILLER



PERSONAL DETAILS

EMAIL: gabriellatmiller@gmail.com

PHONE: +44 7733 7270, +1 303-590-3844

LINKEDIN: [linkedin.com/in/gabriella-miller-60a495b5/](https://www.linkedin.com/in/gabriella-miller-60a495b5/)

WEBSITE: gabriellamillerart.com

I'm Gabriella. At my core, I tell stories for purpose-driven organizations —bringing voice and color to causes that connect people around the world. My work is measured not just in numbers, but in the trust of those I collaborate with.

EDUCATION

St Mary's University
SEP 2020 - JAN 2022

MA EDUCATION, INTERNATIONAL DEVELOPMENT & SOCIAL JUSTICE

Benedictine College
AUG 2016 - AUG 2017

MASTER OF BUSINESS ADMINISTRATION (MBA)

Benedictine College
AUG 2012 - MAY 2016

BA JOURNALISM & MASS COMMUNICATIONS

VOLUNTEER

BOROUGH FOOD COOPERATIVE

Shop Volunteer

SALESIANS (ZAMBIA)

Long-term Volunteer

RESTORE NYC

Safehome and Mentorship Volunteer

WORLD VISION (ZAMBIA)

Projects Volunteer

QUALIFICATIONS

The Buckley School of Public Speaking

Farolito Spanish Language School

Coursera (University of Pennsylvania)

Coursera (University of Amsterdam)

Coursera (University of California, Davis)

Coursera (University of California, Davis)

Coursera (IESE Business School)

Coursera

PUBLIC SPEAKING AND MEDIA TRAINING

ADVANCED SPANISH CERTIFICATION

ENGLISH FOR JOURNALISM CERTIFICATION

MEDIA ETHICS AND GOVERNANCE CERTIFICATION

GOOGLE SEO CERTIFICATION

STRATEGY OF CONTENT MARKETING CERTIFICATION

THE ART OF STORYTELLING CERTIFICATION

DIGITAL CAMPAIGN MANAGEMENT & OPTIMIZATION SPECIALIZATION CERTIFICATION

OTHER PROFICIENCIES: HUBSPOT, SALESFORCE, GOOGLE ANALYTICS, GOOGLE ADS, GOOGLE WORKSPACE, MICROSOFT SUITE, ADOBE CREATIVE CLOUD (INDESIGN, PHOTOSHOP, PREMIERE PRO, ILLUSTRATOR, AFTER EFFECTS), CANVA, HOOTSUITE, SPROUT, ASANA, AP STYLE, CHICAGO STYLE, MAILCHIMP, GOOGLE TAG MANAGER, LOOKER STUDIO, META ADS MANAGER (FACEBOOK & INSTAGRAM ADS), LINKEDIN CAMPAIGN MANAGER, TIKTOK ADS MANAGER, SEMRUSH, AHREFS, FIGMA, SKETCH, WEBFLOW, WORDPRESS