

# Lisette Miller

Marketing, Social Media & Creative Leader

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## SUMMARY:

Bilingual, results-driven marketing professional with extensive experience working with leading global brands, celebrities, influencers and creative agencies. Constantly looking to push the boundaries of storytelling and performance through creativity and innovation, directing a captivating brand voice, and fostering a community of progressive brands across the globe.

## SKILLED IN:

Adobe Creative Cloud, Google Ads, Khoros, Muck Rack, Shoflo, Asana, Figma, Jira, Canva, Microsoft 365 and more.

## EXPERIENCE:

### COCINA Media

#### Reddit Specialist (contract)

Remote

Oct 2025 – Present

- Develop and execute Reddit engagement strategy by identifying key subreddits, trends, and opportunities to establish COCINA as a trusted leader in the Latin food & lifestyle space while driving traffic to the O&O site.
- Create and publish original Reddit posts, comments, and discussion prompts that reflect community norms while maintaining a brand-safe, authentic voice.
- Manage ongoing community interactions by responding to questions, joining conversations, and strengthening relationships with moderators and highly active users.
- Track weekly performance metrics, analyze sentiment and engagement patterns, and provide insights to optimize content strategy and posting cadence.
- Write editorial articles for the COCINA website inspired by trending Reddit discussions, translating community conversations into SEO-friendly content.

### WORTHI, The Cultural Connections Agency

Remote

#### Audience Strategy Manager (contract)

Mar 2025 – Jul 2025

- Developed and executed digital strategies focused on content creation, community growth, audience insights, and performance analytics, with a commitment to amplifying underestimated audiences and a specialization in entertainment and streaming platform clients.
- Led voice and tone development, copywriting, and community management on platforms like TikTok, Instagram, and Facebook to foster authentic engagement.
- Conceptualized creative pitches for client social content calendars, aligning with brand goals, key cultural moments, and audience interests.
- Managed content planning, scheduling, and project timelines, ensuring the delivery of high-quality, platform-optimized content in collaboration with the Creative Production team.
- Prepared detailed social media recap reports, analyzing qualitative and quantitative metrics to optimize performance and inform future strategies.

### TRIFECTA Marketing Agency

Remote

#### Social Media & Event Manager (contract)

Aug 2024 – Feb 2025

- Developed and executes innovative social media strategies for influencers and high-profile clients, with a strong focus on the NFL and entertainment industries.
- Oversaw project deliverables by collaborating with internal teams and stakeholders, ensuring alignment on objectives, managing timelines, budgets, and logistics for seamless digital and event execution.
- Led the planning and execution of high-profile events, community activations, and charitable partnerships, driving engagement across social platforms.
- Cultivated relationships with key industry stakeholders, including global brands, athletes, celebrities and influencers, leveraging these relationships to create impactful digital campaigns and successful event activations.
- Conducted market research and trend analysis to produce high-performing digital content, enhancing brand visibility and engagement.

**Detroit Auto Dealers Association****Troy, MI****Talent and Entertainment Specialist (contract)****Aug 2024 – Jan 2025**

- Worked directly with the Executive Director of the Detroit Auto Show to strategize and execute talent acquisition efforts for the 2025 event, ensuring alignment with the show's entertainment goals.
- Leveraged an extensive professional network to secure high-profile talent, including Grammy-nominated artist Mike Posner, to enhance attendee experiences and elevate the event's prominence and media coverage.
- Managed talent negotiations and scheduling for appearances, performances, and campaigns during the 10-day event, ensuring seamless execution and a diverse lineup.

**Vivid Seats****Chicago, IL****Social Media Manager****Jun 2022 – Aug 2024**

- Utilized analytics and channel monitoring to produce purpose-built organic and paid social content.
- Coordinated with internal and external teams for high-profile activations (e.g., Vivid Seats x Rolling Stone Super Bowl party), ensuring all stages of project delivery were on schedule and within budget.
- Integrated effective influencer and brand partnership initiatives into broader marketing campaigns to drive brand awareness and engagement, utilizing KPI's to optimize activations and maximize ROI.
- Successfully led the launch of Vivid Seats TikTok debut, achieving 20k followers in the first 30 days and a viral moment when SZA shared one of our TikTok's to her Instagram.
- Achieved an 86% increase in positive sentiment across social channels 30 days after hire date, 33% higher than our next closest competitor.
- Managed partnerships with ESPN, Rolling Stone, MusiCares, Make-A-Wish, Bleacher Report, various NFL clubs, LA Clippers, LA Dodgers, LA Galaxy, New York Post, Doritos and more.

**Lionel Richie: RichLion Holdings, LLC****Los Angeles, CA****Social Media & Brand Manager****Jul 2020 – Oct 2022**

- Led the development of brand strategies and guidelines for digital brand marketing initiatives, resulting in 38% growth in brand recognition amongst Gen Z and a 25% increase in social engagement.
- Drove earned media efforts while building and maintaining strong working relationships with world-renowned broadcast, print, and online journalists to secure favorable coverage across media.
- Produced engaging video and photo content for use across social platforms, implementing best practices to maximize audience engagement and reach.
- Led creative projects for Lionel Richie events including creative direction, talent booking, logistics, budget allocation, permit acquisition, production schedules, floor plans, event staffing, etc.
- 40% increase in followers, in addition to a 25% increase in conversations across multiple social platforms for Lionel Richie and associated brands within 6 months of hire.

**Avaline Wine****Los Angeles, CA****Interim Social Media Manager****Jul 2020 – Jan 2021**

- Led social media strategy and content production from concept to delivery, with the goal of brand awareness, driving engagement and growing the community for the newly launched wine founded by Cameron Diaz.
- Constantly sought to better understand our target consumer and iterate on our brand voice to better communicate with our audience while following LDA compliance in digital advertising.
- Collected, monitored, and analyzed owned and competitive social metrics to make improvements and make best social practice recommendations accordingly.
- Owned community management process, establishing guidelines and brand voice in collaboration with Avaline's founders, legal, brand manager and customer service team.

**Nordstrom****Phoenix, AZ****Multicultural Marketing Specialist****Jun 2017 – Jul 2020**

- Developed and executed marketing strategies that would resonate with diverse audiences while considering consumer insights, brand guidelines, messaging and rationales.
- Managed partnerships with multicultural organizations, influencers, and media outlets to amplify brand presence.
- Drove initiatives to enhance cultural sensitivity and representation across all marketing channels and touchpoints, fostering authentic connections and building brand loyalty.
- Conducted market research to identify multicultural trends, preferences, and consumer behaviors.