

A unique, cutting-edge format that's not suitable for everyone! As a communications executive, Gina Miller wanted a sleek one-page resume that has high impact for recruiters, yet is still keyword-optimized for the ATS used by up to 90% of all employers. Live links highlight her innovative social media strategy. If you love this one-page format, be sure to mention it when placing your order.

Gina Miller

843-798-9443 • Minneapolis, MN

[pinterest.com/reginamiller](https://www.pinterest.com/reginamiller) • ginamiller@gmail.com

[linkedin.com/in/ginamiller](https://www.linkedin.com/in/ginamiller) • [viz.me/gina.miller](https://www.viz.me/gina.miller)

Corporate Communications Executive

Strategic Planning • Results Management • Coaching & Mentoring

Igniting growth by empowering diverse teams to deliver powerful branding messages.

PROFESSIONAL HIGHLIGHTS

VP of Corporate Communications

2014-Present

DELL – St. Paul, MN

Brand Messaging • Strategic Communications • Global Perspective • Collaboration Technology • Brand Recall

Redefined the global communications vision by translating the core branding message for local cultures in 27 countries. Linked internal communications to strategic business objectives. Combine deep, broad knowledge of the international market with expertise in branding, communication, technology, leadership and marketing.

- Improved brand recall connected to innovation and technology by 77% in one year.
- Boosted web traffic 418%, increasing engagement across social media outlets by 1.3M consumers.
- Increased market share 17% by creating synergy across Twitter, Facebook, LinkedIn, videos and blogs.

Communications Director

2009-2014

BANK OF AMERICA – Minneapolis, MN

Competitive Positioning • Results Measurement • Strategic Planning • Budget Management • C-Level Presentations

Defined a sustainable communications and public relations strategy that created a competitive advantage. Built a dynamic 13-member team of communications, marketing and PR professionals delivering a unified branding message.

- Ignited 11% growth in market share with 88% retention of top 1,000 clients.
- Increased employee engagement 5% companywide by redefining internal communication strategy.

Communications Manager

2003-2009

CELLULAR MOBILE – St. Paul, MN

Talent Management • Leadership Development • Relationship-Based Marketing • Organizational Change • Creativity

Introduced innovative, unified brand messaging across platforms to elevate visibility, increase customer engagement and improve brand loyalty. Launched the company's first-ever social media initiatives and digital content creation strategy. Built a world-class 11-member communications team to expand unified messaging.

- Pioneered the use of social media for customer service and branding messages.
 - Increased employee engagement 47% by launching state-of-the-art internal VPN and SharePoint.
-

EDUCATION & LANGUAGES

International MBA – Northwestern University, Kellogg School of Management

BA in Business Administration: Marketing – University of Minnesota, St. Paul

Native speaker of English, fluent in Portuguese | © Thrive! Resumes example copyright Joni Holderman 2015