

NOELLE MILLER

SOCIAL MEDIA PRODUCER

SUMMARY

Social media producer and digital strategist dedicated to creating content and growing online communities. I bring a creative, out-of-the-box approach while planning social media strategies with analytical precision. Having experience across multiple industries, I excel in fast-paced environments and am passionate about crafting content that truly resonates with audiences in real time.

 **PORTFOLIO LINK**

 **GONDOLA LINK**

EDUCATION


CLEMSON UNIVERSITY


Bachelor of Science in Marketing
Minor in Sports Communication
2021 - 2025

SKILLS

- Social Media Strategy
- Social Media Content Creation
- Writing - AP Style, Social Copy, Captions, Scripts
- Social Media Management
- Live Event Coverage
- Video Editing
- Graphic Design
- Adobe Creative Suite
- Branding
- SEO

CONTACT

 910-548-0448

 noellemiller24286@gmail.com

 Greater Wilmington Area

FREELANCE SOCIAL MEDIA PRODUCER

BETTER HALF PODCAST W/ STAS KARANIKOLAOU & VICTORIA VILLARROEL

JANUARY 2026 - MARCH 2026

- Led the social media strategy, content production, and platform management for the launch of the Better Half Podcast across Instagram, TikTok, YouTube, and Facebook
- Built and grew an engaged online community while creating short-form content that generated 39M+ cross-platform views
- Worked directly with talent while independently producing, editing, publishing content, and implementing an overall digital growth strategy

PRODUCTION/ADMINISTRATIVE ASSISTANT

FOX NEWS MEDIA

MAY 2025 - DECEMBER 2025

- Managed social media content for Special Report and Bret Baier across TikTok, Instagram, Facebook, and X, growing Special Report's audience to 500K+ followers
- Launched Bret Baier's TikTok account and grew it to 170K+ followers and 30M+ views in under two months through social-first video content and editing
- Worked closely with high-profile talent and guests in a fast-paced live production environment with tight deadlines and rapid turnaround times

FOUNDER & SOCIAL MEDIA STRATEGIST

ARTHUR M. SPIRO INSTITUTE FOR ENTREPRENEURIAL LEADERSHIP INTERNSHIP

AUGUST 2024 - DECEMBER 2024

- Founded a boutique social media agency educating small businesses on effective social media strategy and best practices to strengthen their digital presence and audience engagement
- Increased client engagement by more than 300% through content calendars, social content production, and platform growth strategies

PRESIDENT & SOCIAL MEDIA CHAIR

CLEMSON WOMEN'S CLUB BASKETBALL

MAY 2022 - MAY 2025

- Managed social media strategy and created content for a nationally competitive club basketball program, increasing team visibility and tryout attendance
- Oversaw a roster of 25+ players, coordinating tournaments, travel, scheduling, fundraising, and team operations
- Helped raise over \$13,000 annually through fundraising, social promotion, and community engagement initiatives

MARKETING & FAN EXPERIENCE INTERN

CLEMSON ATHLETICS

MAY 2023 - MAY 2024

- Supported marketing and fan engagement efforts for all Clemson University Division I athletic programs
- Assisted with game-day operations, in-venue promotions, fan activations, and special events to enhance the live event experience
- Collaborated with athletics marketing teams on campaigns and student engagement initiatives in fast-paced live sports environments