

# Marla R. Miller

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## **Human Resources, Communications & Marketing Professional**

Award-winning writer, marketing, and communications professional with a strong background in customer service and interpersonal communications. Collaborated and worked successfully with others from diverse backgrounds, including photographers, designers, editors, and marketing/PR professionals, students, clients, and community members. Savvy storyteller with the proven ability to explain complex information in a clear and engaging written style. Capable of seeing the “big picture,” combining logic and creativity into innovative yet executable ideas, while working independently or with a team. Skilled in marketing, creative copywriting, ghostwriting, blogging, social media, website content, copyediting, proofreading, and transcribing interviews and video scripts. *Areas of expertise include:*

- Interviewing & Reporting
- Editing & Proofreading
- Social Media Management
- Content Marketing
- Office Support/Administration
- Academic Project Management
- Research & Fact-Checking
- Grant & Business Writing
- Teaching and Tutoring
- Create & Edit Website Content
- Human Resources/Hiring
- Critical Thinking
- Strategic Communications
- Problem Solving
- Media Relations

### **Professional Experience**

#### **ASSOCIATE REVIEWER & HUMAN RESOURCES | HAMILTON ENTERPRISES | MARCH 2022-SEPT 2023**

Full-time remote position with human resources duties including screening and interviewing candidates. Hired 20+ people for several government contracts. Reviewed documents, financial records, and other information for FTA Echo reviews, USDA compliance reviews, and billing audits. Created report templates and draft reports. Edited and proofread draft and final reports and proposals. Administrative duties included scheduling virtual meetings, interviews, emails, and other HR support.

#### **CONTENT MARKETING WRITER & EDITOR | 2012-PRESENT**

Writer and editor with content marketing expertise in health, wellness, nonprofits, higher education, real estate, and travel. Experienced journalist who writes feature articles, news stories, and front of book pieces for magazines, newspapers, and online outlets. Project management and interim managing editor experience with duties including planning content, working with freelancers, assigning articles, photo coordination, editing, proofreading, and freelancer disbursements. Create content for annual reports, press releases, and newsletters, plus grant writing, business writing, social media and blog posts. Write social media captions, plan content calendar, and maintain WordPress site.

#### **ADJUNCT INSTRUCTOR & WRITING CONSULTANT | MUSKEGON COMMUNITY COLLEGE | 2017-2020**

Worked one-on-one with students in the Writing Center, assisting students with organizing, improving, and editing papers. Taught English 114, a refresher grammar, style, and composition course for students enrolled in English 101 (face-to-face and online). College Success Seminar instructor with duties including weekly planning, creating presentations, leading lectures and class discussions, and grading in timely manner (2017-19). Mentored and supported students, plus classroom management and supervision.

### **TOTAL CONTROL INSTRUCTOR/CLERICAL ASSISTANT | MERCY HEALTH | 2012-2018**

Taught exercise and education classes on women's pelvic health and bladder control. Wrote marketing copy and attended health expos. Helped coordinate Total Control program (2016-17); recruited, hired, and trained second instructor. Worked as part-time/relief clerical assistant with a variety of office and front-desk duties including greeting and scheduling patients, answering phone and reminder calls, referrals, maintaining records and confidentiality, and scanning documents (2015-16).

### **GRANT WRITER INTERN | EVERY WOMAN'S PLACE AND BIG BROTHERS BIG SISTERS OF THE LAKESHORE | 2012**

Interned for Muskegon-area nonprofits to complete master's degree, with duties including writing grants, creating press releases, updating donor list, and performing community outreach at events such as Holland's Tulip Time. Completed 20 hours of empathy training through Every Woman's Place.

- Received over \$10K in grants, including one for Muskegon County Girls on the Run through the Community Foundation for Muskegon County.
- Secured \$5K grant for match program from Community Foundation of the Holland/Zeeland Area

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*Additional career roles and highlights include:*

### **ENTERTAINMENT/FEATURES WRITER | MUSKEGON CHRONICLE | 2005-2010**

- Generated section-front centerpieces for A&E cover, Sunday features, religion, and health pages
- Wrote front page, breaking news, and enterprise stories as assigned
- Beat reporter for West Michigan Symphony, Muskegon Museum of Art, Lakeshore Museum Center, Frauenthal Center, Muskegon Community College arts programs, and other arts nonprofits
- Covered arts and entertainment, summer music festivals, concert and theater previews, area arts councils, arts-related community events, nonprofits, and social issues
- Wrote weekly column SenseAbilities for Thursday entertainment section
- Covered seven school districts, several townships, and general news assignments
- High accuracy and professionalism on Chronicle source questionnaires

### **HEALTH AND FEATURES REPORTER | THE REPUBLIC | 2001-2005**

- Covered hospital, medical community, health trends and issues
- Arts, entertainment, features, religion, business profiles, general assignments
- Specialties: Domestic violence, animal rescue and abuse, poverty issues
- Enterprise and investigative articles alone and with staff
- Elections, breaking news, cops weekend rotation, news briefs and obituaries
- Received positive feedback and Thank You notes from sources/readers

### **EDUCATION AND FEATURES REPORTER | THE FRANKFORT TIMES | 1998-2001**

- Beat reporter for four school districts, township government, breaking news as needed
- Wrote features, business and economic coverage, human interest stories, and general assignments
- Elections, cops weekend rotation, obituaries, school news, and news briefs
- Promoted to features writer and copy editor; coordinated Senior Times special section
- Assisted with editorial functions including editing, page design, taking photos as needed
- Won numerous awards and helped newspaper earn second overall in state newspaper contest

## **Education, Training and Affiliations**

### **MASTER OF PUBLIC ADMINISTRATION | GRAND VALLEY STATE UNIVERSITY | 2012**

- Concentration in Nonprofit Management; Graduated Cum Laude
- London Urbanization Study Abroad, Kingston University/GVSU, Summer 2011
- Joyce Hecht Philanthropy Scholarship, GVSU's School of Public and Nonprofit Administration
- Beyrle-Hollowell Scholarship, Community Foundation for Muskegon County

### **BACHELOR OF SCIENCE IN JOURNALISM (MINOR IN ENGLISH) | BALL STATE UNIVERSITY | 1998**

- Major: Journalism, news editorial sequence
- Minor: English
- Graduated cum laude

## **Training and Memberships**

Content Marketing Certified, HubSpot Academy

Social Media Certified, HubSpot Academy

ETOM Online Teaching Certification Course, Grand Rapids Community College

Proficient with Blackboard, Google Docs and Microsoft Office suite, along with WordPress sites

Former Member, Society of Professional Journalists

Member, Freelance Success

Marketing Mondays, Muskegon Innovation Hub, Muskegon, MI

Wade Rouse Magazine Writing Workshop, Saugatuck, MI

Midwest Writers Workshop, Muncie, IN

Past Board Member/Newsletter Editor, Greater Muskegon Jaycees

Mock Interviewer/Teen and Pre-teen Pageant Judge, Miss Michigan Scholarship Pageant

Community Star and Dancer (charity event), Women's Division Chamber of Commerce

## **Awards**

### **THE REPUBLIC**

Best Feature Series (team), first place, Indiana Associated Press Managing Editors, 2005; Best Non-Deadline Reporting (team), third place, Society of Professional Journalists, 2005; Best Ongoing News Coverage (team), third place, Hoosier State Press Association, 2003; Best Short Feature Story, second place, HSPA, 2002

### **THE TIMES**

Best Profile Feature, second place; Best Business/Economic News, third place; Community Service (team), first place; Community Service, third place; Best In-Depth Feature, second place, HSPA, all in 2001; Community Service, first place; Best Business/Economic News, second place; Best News Coverage with No Deadline, second place, HSPA, 2000; Best In-Depth Feature, second place, HSPA, 1999