

Macy Miles

Newport, RI | macymiles2000@gmail.com | (817)-524-5781 | <https://macymiles2.wixsite.com/macy-miles>

EDUCATION

University of Texas at Arlington

Arlington, TX

Bachelor of Arts in English, Technical Writing & Professional Communication | GPA: 3.78/4.0

Dec 2022

- **Relevant Coursework:** Technical Editing, Digital Studies, Multimodal Authoring
- **Certificates:** Marketing Copy, Technical Project Management

WORK EXPERIENCE

AMCreative

Broken Bow, OK (Remote)

Social Media Coordinator & Writer

Feb 2023 – Current

- Crafted relevant blog articles integrating SEO terms, resulting in a 30% increase in website traffic
- Created Facebook and Instagram ad campaigns that netted a 12% increase in conversions
- Evaluated e-mail marketing performance and created A/B testing, resulting in a 20% increase in open rates

Jennifer McCoy, Author

Arlington, TX (Remote)

Literary Editor & Proofreader

Aug 2019 – Current

- Reviewed drafts from author, resolved grammar and punctuation errors, and provided recommendations to improve literary functionality and clarity
- Generated five-star customer reviews on Amazon by collaborating with the author in editing and proofreading five published book manuscripts
- Reworked and assessed text to maximize readability and accessibility for a variety of audiences

RPA Advertising

Santa Monica, CA (Remote)

Digital Media Planning Intern

Sept 2022 – Dec 2022

- Shadowed alongside current associate media planners and media planning supervisors in assistance with contract revisions for Honda and Acura advertisements
- Worked across display, video, mobile, programmatic, social media, and content programs
- Attended internal meetings to establish procedures, review new media, and receive input from account groups
- Assisted in maintaining all media files, including media kits, tear sheets, specs, and media plans

Gypsy Sisters Travel

Arlington, TX

Social Media Manager

Jan 2021 – Sept 2022

- Engaged in copywriting and copyediting to ensure fluidity and clarity for events, new property openings, and current event highlights
- Grew company's Instagram following 75%, maintaining a 12% engagement rate in a six-month period
- Curated content across three social channels ensuring a cohesive online brand identity

LEADERSHIP EXPERIENCE

UTA English Department

Arlington, TX

Social Media Team Collaborator

Aug 2022 – Dec 2022

- Crafted graphic illustrations for posts to create a seamlessly curated design across the platform

Rhode Island International Film Festival

Newport, RI

Writer | Film/Videography

Nov 2025

- Wrote and acted in a commercial aired across all platforms to market Cinephile Pass
- Assisted filming and editing for the NBC story for Rhode Island Comic Con 2025

SKILLS

- **Computer:** Adobe Design Studio, SEO, Canva, Wordpress, Google Analytics, Fade In, Canva, Camtasia, DaVinci Resolve, Asana
- **Skills:** Digital Marketing, Brand Marketing, AP & Chicago Style Writing, Creative & Analytical Skills