

# Marla Milano | CONTENT CREATOR & WRITER

An upbeat and dynamic content creator seeking a content marketing position where I can utilize my 6+ years of content creation, writing and social campaign management skills to build strong relationships with new and existing clients.

## EXPERIENCE

5/21 - PRESENT

*AdAction in Denver, CO*

### CONTENT CREATOR

Growth marketing agency with a proprietary ad platform & comparison sites

- Write 20+ keyword-optimized blogs & landing pages each month
- Upload & edit content in WordPress, assist in migrations and backend edits
- Developed target personas for each product (internet & cybersecurity)
- Collaborate on monthly content strategy & ideation
- Interview prospective candidates and train new hires on the content team

8/20 - 5/21

*Zenfuel in Chicago, IL*

### GROWTH MARKETER

All-natural herbal supplement company

- Create in-house videos & infographics for Zenfuel's website, social media accounts, Shopify, and Amazon A+ store
- Prototype & execute landing pages for each of Zenfuel's SKUs
- Manage Facebook and Instagram ads, reporting on KPIs weekly
- Write blogs for Zenfuel's website and LinkedIn page

10/18 - 4/21

*Freelance in Chicago, IL*

### CREATIVE CONSULTANT

Freelancer crafting creative content to grow brands for local businesses.

- Audit social media pages & provide engagement report via Sprout Social
- Design & present monthly pitch decks for clients
- Write hundreds of FAQs, case studies, meta descriptions & page copy
- Create 3-5 personas per client & develop targeting strategy

5/18 - 9/18

*Boonn in Chicago, IL*

### BRAND MANAGER

ROI-focused boutique marketing agency

- Establish & execute monthly content calendar for 4 clients
- Analyze social media performance MoM to provide recommendations
- Write weekly blogs & onboard 5 influencers for a drink called Greater Than

1/18 - 4/18

*Electric Family in Los Angeles, CA*

### DIGITAL MARKETING INTERN

Grassroots streetwear apparel company

- Develop weekly content calendar & reported on social media analytics
- Design & published original social media content on Adobe Creative Suite

12/15 - 5/17

*NextMe in Chicago, IL*

### DIGITAL MARKETING INTERN

- Created Instagram campaign that resulted in 300% more app downloads
- Wrote blogs featured on Facebook pages of popular Chicago restaurants

## CONTACT

[marla.milano@outlook.com](mailto:marla.milano@outlook.com)

C: (440) 862-8085

Portfolio: [marlamilano.com](http://marlamilano.com)

LinkedIn: [@marlamilano](https://www.linkedin.com/in/marlamilano)

## EDUCATION

**DePaul University**

MA - 3.8 GPA | 2019

*Digital Communication & Media Arts*

Thesis: Created & prototyped a proprietary music discovery platform named Upswing.

BS - 3.3 GPA | 2016

*Honors Marketing/Spanish Minor*

## SKILLS

- Creative Writing
- Content Editing
- SEO (Ahrefs, GA)
- WordPress
- Sprout Social
- Social Media Management
- Graphic Design (Photoshop, Illustrator, InDesign)
- Video Editing (Premier)
- Project Coordination
- Time Management

## CERTIFICATIONS

- Google Analytics
- HubSpot Inbound Marketing

## REFERENCES

**Paula Felix**

Content Manager Team Lead

Company: AdAction

P: (210) 870-5864

**Elise Lefcourt**

Marketing Manager

Company: Zenfuel

P: (314) 603-5811