



# LAUREN NICOLE MILLER

SOCIAL MEDIA MARKETER

## CONTACT INFORMATION

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## EDUCATION

### Kent State University

- Master's of Arts In Media Management (2014), 3.94 GPA
- Bachelor's of Science In Broadcast Journalism, Minor In Marketing (2012), Magna Cum Laude

## SKILLS & ABILITIES

- Social Media Management: Facebook Business & Ads Manager, Spredfast, Sprinklr, Sprout, Later, HeyOrca!, TikTok Ads Manager, Pinterest Ads Manager, Airtable, Bazaar Voice
- Social Commerce: TikTok & Meta Shops (Implementation and management)
- Influencer Management: Activate / Impact Radius, AspireIQ, Olapic, Influence.co
- Content Creation: Canva, Premiere, Final Cut, InShot, CapCut, Native Instagram, Native TikTok
- Reporting: Iconosquare, Google Analytics, Adobe Analytics, Tableau, Native Social Platforms, Sprinklr Analytics
- Social Listening: Brandwatch & Sprinklr
- Chat Bot Development: ManyChat

## EMPLOYMENT HISTORY

### Head of Brand Social, Creator, & Social Commerce - HSN

#### QVC Group / Qurate Retail Group (2023 - Present)

Currently, I manage the HSN organic social and influencer teams, as well as own the overall HSN social media strategy and reporting. I am responsible for leading and assisting the teams in growing key social media and performance marketing KPIs through Facebook / Instagram, Pinterest, YouTube Shorts, and TikTok and bringing in new customer names through influencer campaigns and events. Additionally, I collaborate with organizational departments and agencies to support campaigns, company-wide initiatives, and overall organizational objectives. I also work with brand vendors to build social strategies within current budgets and create vendor-funded opportunities. Lastly, I built and currently manage programs that bring sustainable growth to the HSN business, long-term. These include TikTok Shop, Meta Shop, and HSNfluencer— a 100% in-house influencer program via Impact Branded Portal.

### Sr. Social & Influencer Manager - HSN

#### QVC Group / Qurate Retail Group (2023)

The company reorganized in early 2023, I became the sr. manager of HSN paid social, organic social, and influencer teams. I continued to lead and assist the teams in growing key social media and performance marketing KPIs across social and Influencer channels and managed the overall social media strategy for the company.

Once the company transitioned brand advertising into the performance marketing department in late 2023, paid social transitioned under the brand advertising team.

### Paid & Organic Social Manager - HSN

#### QVC Group / Qurate Retail Group (2021 - 2023)

I managed both the HSN paid social and organic social teams, with brief management of QVC and HSN paid social teams in 2021 prior to company reorganization. Was responsible for leading and assisting the teams in growing key social media KPIs through Facebook / Instagram, Pinterest, and TikTok and managing the overall social media strategy for the company. Additionally, I collaborated with organizational departments to support campaigns, company-wide initiatives, and overall organizational objectives. Lastly, I worked closely with agencies and platform representatives to identify new beta tests and features for HSN to participate in.

### Sr. Social Media Manager

#### SPARK Branding House (2019 - 2021)

As a sr. social media manager at a full-service marketing and branding agency, I managed and strategized social media accounts for tourism, food & beverage, and non-profit clients (Facebook, Instagram, TikTok, LinkedIn, and Twitter). This included social media re-branding, crafting content calendars, platform publishing, engagement, campaign development and execution, full strategy development, influencer/ambassador management, crisis management, and sentiment/content reporting. Clients Included VISIT FLORIDA / LoveFL, Norwegian Cruise Line, Cricut, The Dali Museum, and JOTORO.



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## CERTIFICATIONS

- AspireIQ Ambassador Program Strategy & Management
- Eventbrite Event Marketing
- Event Marketer Experiential Marketing
- Hubspot Inbound Social Media Strategy
- Snapchat Advertising

## STATS & ACHIEVEMENTS

- In 2024, I launched/piloted three new programs for HSN — [HSNfluencer](#), TikTok Shop, and Meta Shop. All required IT support and project management skills to implement.
- TikTok Shop saw the most success at launch with a \$2.55 ROAS! We partnered with over 15K creators via open collaborations, which accounted for 60% of HSN's GMV.
- From the time I started as the manager of organic social, my team and I increased our collective followers by +84% and engagements by +53%.
- Each year on the HSN paid social team, we beat our sales goals. Most notably, we beat our sales goal by +21% in 2023.
- Similarly, the influencer team also beat sales goals each year I was managing the team. Most notably, we beat our sales goal by +40% in 2024.
- While at SPARK, I was on the new business pitch team for the Norwegian Cruise Line, "Great Cruise Comeback" social campaign. I worked on the deck and was a presenter in the pitch. We won the business and I became the cruise line's sr. social media manager.

## EMPLOYMENT HISTORY

### eCommerce + Retail Marketing Manager

#### Clearwater Marine Aquarium (2017-2019)

During my time at this non-profit 501(c)(3), I was the co-creator, brand manager, eCommerce manager, and marketing manager for Marine Life Rescue™ — a DBA of Clearwater Marine Aquarium. This brand focused on the wildlife rescue, rehab, and release non-profit work of Clearwater Marine Aquarium and targeted conservation-minded millennials to shop to support ocean and marine life conservation. Duties included website navigation, branding, promotions, marketing, overall retail strategy, and management of the symbolic animal adoption program.

### Integrated Social Media Specialist

#### HSN (2016-2017)

For HSN Social, I managed strategy and reporting for all social media integrations for HSN. I created, managed, and executed social live streaming for HSN (Facebook, Twitter, and Instagram), as well as community management for Pinterest, Twitter, and Google+. My position worked with digital, brand marketing, and TV on social media integrations for on-air programming and social media elements on HSN.com pages. Lastly, I crafted partner social media toolkits and posting cadences in order to optimize their on-air visits and digital launches on social.

### Assistant Category Manager

#### HSN (2014-2016)

For HSN.com, I managed the marketing and promotional aspects for Electronics, Home, NFL, Coins, and Infomercial. My position focused on customer-facing experiences (such as videos, navigation, and reviews); collaborating with TV, merchandising, and planning teams to build promotions for my categories; and developing marketing strategies for my categories in order to improve sales, clicks, and conversion.