



PEYTON MILLER

Social Media & Community Management

Creative and results-driven Social Media and Community Manager with a solid background in managing online communities and driving brand visibility through effective social media strategies. Experienced in content creation, digital marketing, and event coordination, with a particular passion for integrating artistic skills into social media management. Adept at fostering community engagement, collaborating with influencers, and managing projects from conception to completion in the gaming and creative industries.

EDUCATION

- California Institute of the Arts (CalArts)
Certificate in Game Design, 2022
- Rutgers University
Bachelor of Fine Arts, 2014

CONTACT

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HARD SKILLS

- Social Media Management
- Community Management
- Content Creation
- Event Planning
- Media Planning
- SEO and Analytics (Facebook Business Suite, Monday.com, Canva)

SOFT SKILLS

- Exceptional Creativity (Digital and Traditional media)
- Strong Communication and Problem-Solving
- Collaboration and Teamwork
- Adaptability in Fast-Paced Environments
- Influencer Relations
- Game Knowledge and Trends

PROFESSIONAL EXPERIENCE

- ValVR | Social Media and Community Manager
2023 – Present
Key responsibilities:
 - Community Management: Managed and nurtured gaming communities on Discord and Reddit, focusing on boosting engagement and growing community size
 - Content Strategy: Developed and maintained social media calendars, creating compelling copy and graphics that aligned with brand goals.
 - Player Feedback: Led Beta Programs to gather player insights and conducted Net Promoter Score (NPS) evaluations to improve user satisfaction.
 - Influencer Collaboration: Worked with influencers to produce short-form video content aimed at promoting games and enhancing brand presence.
- Katherine Elizabeth Events | Assistant and Illustrator
2022-2024
Key responsibilities:
 - Design and Illustration: Assisted in the creation of wedding invitations and custom paper goods, providing hand-drawn illustrations and digital graphic designs.
 - Production Associate: Utilized Cricut for precise decal creation, ensuring high standards in the production of custom items.
 - Event Support: Contributed to event planning and execution, helping to ensure smooth operations and client satisfaction.
- Peak Digital Media | Social Media Manager
2021-2022
Key responsibilities:
 - Social Media Management: Created, scheduled, and managed social media content across platforms like Instagram and Facebook to align with client goals.
 - Tool Utilization: Such as Canva, Monday, and Facebook Business Suite to streamline content management and optimize SEO.
 - Client Interaction: Managed client communications, tracking post engagement, and preparing strategic copy to boost interaction and follower growth.