

Avery Miller

847-840-8522 • averylmiller2022@gmail.com • 1171 Oak Ridge Drive, Glencoe IL 60022

EDUCATION

University of Wisconsin-Madison

Madison, WI

Degree: Bachelor of Business Administration

Expected to Graduate May 2026

Major: Marketing | **Certificate:** Digital Studies and Consulting

GPA: 3.98 | Dean's List (5 semesters)

Google Analytics Certified

WORK EXPERIENCE

Horizon Media

New York, NY

Sports Marketing Analyst

June 2025 - August 2025

- Developed comprehensive competitive analysis and market research to present to the TIAA client
- Supported the media buying process and collaborated on the design of paid media creatives
- Managed and tracked media plan timelines and deliverables to ensure the timely launch and execution of multifaceted digital marketing campaigns
- Participated in company workshops on AI and emerging media trends, gaining insights into how technology is reshaping consumer search and digital strategy

Front Runner Sports

Chicago, IL

Sports Marketing Analyst

May 2024 - August 2024

- Conducted business outreach to over 300+ companies to secure marketing opportunities for clientele
- Prioritized athlete clientele interests and research company values to suitably align organic brand partnerships
- Communicated business and client information to establish beneficial partnerships during business meetings

The Varsity Collective

Madison, WI

Marketing Intern

August 2023 - December 2023

- Coordinated student-athlete NIL appearances for the Badger Charity Challenge to expand the reach of 23 charities
- Optimized social media engagement of 23 student-athlete Instagram accounts through digital analytics
- Executed the Badger Charity Challenge marketing campaign to increase campus engagement and UW bookstore sales through in-person media exposure

Anne Bitter Group

Highland Park, IL

Marketing Analytics Intern

June 2022 - August 2022

- Interpreted customer interviews and organized data in Excel to identify improvements in customer satisfaction
- Analyzed consumer segments to determine patterns in customer feedback and increase Adobe subscriptions
- Presented market recommendations and communication strategies to Adobe team based on consumer feedback

Krupp Communications

Glencoe, IL

Public Relations Intern

December 2020 - February 2021

- Improved company social media accounts to adequately promote public relations firm's values
- Engaged in client conversations to develop brand strategy and marketing campaigns

LEADERSHIP & INVOLVEMENT

Madison Marketing | University of Wisconsin-Madison

Madison, WI

Team Member

February 2023 - Present

- Brainstorm with 70+ members to discuss effective marketing strategies during weekly meetings
- Develop promotional campaigns and content for local Madison businesses to highlight company goals and events
- Evaluate various metrics and trends to successfully target desired audience and expand exposure

TAMID | University of Wisconsin-Madison

Madison, WI

Project Manager, Consultant, Recruitment Committee Member

October 2022 - Present

- Partnered with an international team to provide market analysis and media campaigns for Ting.Global company
- Collaborate with students to provide marketing tactics and social media output for LittleOne.Care company
- Participate in weekly meetings to discuss the Israeli startup ecosystem and enhance professional skillset
- Assist in the recruitment of new members by conducting informational sessions and communicating our values