

# KYLE MICHAEL MILLER

Expert in Social Media, Community, Content Strategy, Storytelling, Analytics, Partnerships

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## WORK EXPERIENCE

### Meta (Facebook)

March - November 2022  
Cleveland, Ohio (Remote)

#### Strategic Partner Manager, Community Partnerships Team

*Empowered community leaders, faith organizations, public figures and music artists to grow and sustain meaningful communities and monetize using Meta's Family of Apps.*

- Led a team of strategic partner managers to execute increased platform engagement and product support for communities in Meta's Community Accelerator Program in North America.
- Co-created and rolled out a strategic Quarterly Business Review process for partners in North America that ultimately led to partners adopting a Reels strategy that increased views by 200%.
- Developed scalable, data-driven content and engagement strategies that enabled partners to make a high-level impact in their Facebook Groups, Pages and Instagram. One organization saw the highest number of new followers in a 1-month period after implementing the strategy.
- Designed a gospel music program that coached top artists on how to increase fan engagement and create new streams of revenue using Facebook and Instagram.
- Collaborated with cross-functional teams across product, business development, partnerships, legal, marketing and PR to collect partner feedback and aggregate executive-level reports.
- Coached partners on how to grow their organizations with Meta products, like Creator Studio, Business Suite, Ads, Reels, Pages, Subscriptions.
- Represented Meta in external meetings with influential creators, community leaders, and organizations.

### Cleveland Clinic

May 2017 - March 2022  
Cleveland, Ohio

#### Project Manager IV, Corporate Communications

*Led and transformed digital public relations strategy to drive national awareness for Cleveland Clinic.*

- Created and implemented a global social storytelling strategy from the ground up that reached more than 75M people each year on social media and generated more than 1,000 earned media placements.
- Oversaw production workflow, distribution process, influencer/creator amplification strategy, and \$250K annual freelancer budget for content production.
- United a cross-functional team of videographers, photographers, animators, social media managers and content producers to contribute to storytelling strategy that exponentially increased national awareness.
- Storytelling content was viewed by 300M people, shared 350K times, and generated 17M video views on Facebook, Instagram, Twitter, YouTube and TikTok.
- Co-led content and communications for 2020 presidential debate hosted at Cleveland Clinic, COVID-19 pandemic and Cleveland Clinic's year-long Centennial campaign.
- Measured and analyzed data using Google Analytics, Creator Studio, Twitter insights, Brandwatch and regularly made recommendations to executives on how to increase national awareness through social.

### NBC's TODAY Show

June 2010 - December 2016  
New York, New York

#### Lead Digital and Social Media Producer

*A multi-platform producer responsible for influencing TODAY's presence across broadcast and digital platforms.*

- Led digital and social media strategy for TODAY's 9:00 and 10:00 hours that expanded the show's brand beyond the traditional TV audience and created new sponsorship opportunities online.
- Spearheaded online experiences for fans to connect with show talent and celebrities on social platforms through live chats, Facebook Live and interactive segments.
- Created shareable video, photo, text and article content that helped foster loyal online community.
- Collaborated weekly with on-air talent, celebrity guests, senior producers and production team.
- Organically grew TODAY's 10:00 hour social audience by 1.5M fans through engaging and relatable content that connected on-air talent and audience.
- Increased TODAY's 9:00 hour online community by 300K through a strategic on-air campaign.
- Executed digital coverage for the Royal Wedding, Olympic Games, celebrity interviews, breaking news.

## EDUCATION

### Kent State University

Broadcast News, Business Management  
Graduated Magna Cum Laude

## SKILLS

Data / Measurement  
Community Building  
Content Strategy  
Short form video  
Storytelling

## TOOLS & TECH

Adobe Suite  
Brandwatch  
Google Analytics  
Meta Family of Apps  
Muck Rack