

# CARA PAIGE MILLER

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## PERFORMANCE MARKETING & GROWTH LEAD | PAID MEDIA, LIFECYCLE, ANALYTICS

### EXPERIENCE

#### FITRADIO | ATLANTA

##### *Performance Marketing and Messaging Growth Lead, August 2024 - Present*

- Managed \$20K–\$50K/month in paid spend, owning monthly ROI/ROAS reporting, optimization, and budget allocation.
- Reduced CPI from \$5 to \$3 and scaled installs from 3K to 7K/month via influencer-led and platform-native creative.
- Expanded scope from social into acquisition, lifecycle, partnerships, and SEO; manage a social marketer and lead the content calendar.
- Delivered weekly performance readouts to leadership with creative winners/losers, influencer ROAS, CPP & CPI trends, and funnel insights with next-step optimizations.
- Built and maintained Mixpanel, AppsFlyer, and Google Sheets dashboards to track acquisition, revenue, retention, and LTV.
- Led lifecycle messaging in Braze email and push campaigns; wrote copy, built segments, and personalized recommendations to reduce churn and drive engagement.
- Architected Apple Search Ads with distinct Brand, Category, Competitor, and Discovery campaigns; leveraged match-type segmentation, negative keywords, and intent-based CPT tiers to efficiently capture incremental high-intent queries.
- Scaled influencer-created ads to improve CPP/CPI while increasing high-intent purchases and installs.

##### *Social Media Manager, November 2022 - August 2024*

- Grew Instagram from 35K to 75K followers through an always-on content engine aligned to campaigns and trends.
- Led a national brand activation across 500+ locations, managing content, packaging/labels, timelines, and coordination.
- Analyzed social media trends to concept brand-right, phone-first content ideas aligned to voice & audience behaviors.
- Negotiated influencer deliverables and tracked performance against engagement and conversion goals.

#### CARA PAIGE MUSIC | ATLANTA

##### *Independent Artist, Content Creator, Influencer, & Social Media Marketing, August 2018 - Present*

- Built a 32K+ cross-platform audience; drove 10M+ video views by rapidly testing hooks, captions, formats, and trends.
- Planned and executed organic + paid release campaigns, driving 7,000+ pre-saves at ~\$0.20 each and iTunes chart placements (#13 Pop, #58 All Genres).
- Designed interactive web experiences using HTML, CSS, and JavaScript.
- Created TikTok campaign (“Toyota Tacoma”) generating 2M+ views via live dealership activations.

### EDUCATION & CERTIFICATIONS

University of Georgia, Athens, Georgia — *B.S. in Agricultural & Environmental Sciences, Certificate in Music Business from the Terry College of Business, GPA: 3.65, Cum Laude (May 2022)*

Google Digital Marketing & E-commerce (Coursera) • CalArts: Fundamentals of Graphic Design (Coursera) • Apple Ads on the App Store • AppsFlyer Essentials

### TECHNICAL SKILLS

Meta Ads • Apple Search Ads • Braze • AppsFlyer • Mixpanel • ChartMogul • Google Analytics • Google Suite • LinkedIn Ads • Jira • Slack • Wix • Canva • CapCut • Kittl • Later