

# CARA PAIGE MILLER

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## MARKETING & GROWTH STRATEGIST | PAID MEDIA, SOCIAL, CONTENT

Creative and data-driven marketer with expertise in paid acquisition, social strategy, influencer programs, and lifecycle messaging. Skilled at turning cultural moments into growth, scaling audiences through platform-native content, and translating analytics into actionable insights. Experienced in subscription apps, consumer brands, and creator-driven campaigns. Highly organized, fast learner, and adaptable across industries.

## KEY WINS

- Lowered cost-per-install from \$5 → \$3; scaled installs from 3K → 7K/month through influencer-led and platform-native creative.
- Grew Instagram following from 35K → 75K through always-on content calendars aligned to campaigns and trends.
- Owned \$20K–\$40K/month paid budgets with monthly ROI/ROAS reporting and optimization.
- Led national brand activation across 500+ locations (content, packaging/labels, timelines).
- Built an engaged audience of 32K+ across platforms as an independent artist; short-form video campaigns reached 10M+ views.

## EXPERIENCE

### **FITRADIO - Performance Marketing & Messaging Growth Lead | Atlanta, GA | 2022–Present**

- Scope expanded from social to acquisition, lifecycle, partnerships & SEO; oversee social marketer; maintain proactive content calendar.
- Delivered weekly paid media analytics to leadership: creative winners/losers, influencer video ROAS, CPI trends, installs→trials→subs, plus next-week optimizations and budget reallocations.
- Built Mixpanel + AppsFlyer dashboards as source of truth for install→trial→sub, revenue, and retention.
- Designed and wrote copy for weekly and lifecycle email campaigns and push notifications in Braze to reduce churn and keep users engaged; segmented audiences and personalized recommendations.
- Analyzed social media trends to concept brand-right, phone-first content ideas aligned to voice & audience behaviors.
- Ran influencer-created ads to reduce CPI and increase installs; negotiated deliverables and tracked performance.
- Structured Apple Search Ads across Brand/Category/Competitor/Discovery with exact/broad/search match, negatives, and intent-based CPT tiers to mine high-intent queries without cannibalization.

## **CARA PAIGE MUSIC - Independent Artist, Content Creator, Influencer, & Social Media Marketing | Atlanta, GA | 2018-Present**

- Built and grew a 32K+ cross-platform audience; videos reached 10M+ views through rapid testing of creative hooks, captions, and trends.
- Designed and executed organic + paid campaigns for music releases, achieving 7,000+ pre-saves at \$0.20 each and iTunes chart placements (#13 Pop, #58 All Genres).
- Created TikTok campaign (“Toyota Tacoma”) generating 2M+ views via live dealership activations.
- Designed interactive web experiences (GRAMMY® FYC page) using self-taught HTML, CSS, and JavaScript.
- Produced video content (CapCut, Adobe Premiere Pro) and graphics (Canva) for campaigns.
- Winner of *Musician of the Year: Silver* at the 7th annual International Singer-Songwriter Association Awards; Winner of *Best Christmas Pop Song* for my song *Joy In The Season* at the 3rd annual Holiday Music & Film Awards.

## **EDUCATION & CERTIFICATES**

*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

## **TOOLS, PLATFORMS, CORE SKILLS**

Social strategy • Influencer/creator programs • Community management • Trend analysis • Platform-native content • Paid social (Meta, Apple Search Ads)

Analytics (Mixpanel, AppsFlyer, GA) • Braze • Budget ownership • ROI/ROAS • Agency/vendor management (SOWs, KPIs, invoices)

Sprout • Hootsuite • HubSpot • Later • Canva • CapCut • Adobe Premiere Pro • Jira • Slack