

# Hawken Miller

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*Passionate about storytelling that attracts, engages and retains customers on all digital platforms*

## Professional Experience

### Permobil

Content Marketing Specialist | *April 2023 - Present*

- Manage and create social media, email campaigns, blog posts, press releases, product launch assets, and internal communications for the Americas branch of the large international wheelchair manufacturing company.
- Instagram reach increased 563%, Facebook followers increased 157%, and email open rate increased by 12% in one year.
- Filmed, edited, and produced reels, working with large influencers. Started company Tik Tok.

### CureDuchenne

Content Strategist | *January 2023 - April 2023*

- Write blogs for the CureDuchenne.org website, focusing on Duchenne muscular dystrophy treatments, care and how to best improve quality of life for those with the muscle-wasting disease
- Draft weekly emails featuring helpful care information for families with the disease with an average open rate of 29% and 19% average click rate, compared to an industry average of 3%

### BioNews

Features Writer | *April 2021 - December 2022*

- Published 8-10 articles per month by researching and writing stories about rare disease awareness and prevention, using the Monday.com and Trello project management system to keep each concept organized
- Selected for the National Press Foundation's "Covering Rare Diseases" 2022 fellowship, leveraging the network of experts in rare diseases, drug development, and genetic counselors to produce a story on big data and ALS research.

### The Washington Post

Livestream Associate Producer | *July 2021 - August 2022*

- Hosted livestream by fielding questions from audience members and engaging with guests, ensuring a smooth flow between news and entertainment segments
- Moderated the biweekly livestream chat to guarantee a safe, welcoming space for participants
- Helped grow the Post's gaming YouTube channel by more than 3,000 subscribers

Multiplatform Editor | *June - September 2020*

- Developed and edited copy for the Snapchat Discover channel, which reached over 100,000 viewers, while ensuring each published post is objective and accurate
- Collaborated with the design team to guide their inspiration for the graphics that accompanied each post

### Paragon Creative Agency

Research Producer | *January 2020 - August 2020*

- Prepared research questions and topics to highlight the professional Call of Duty gaming space
- Coordinated talent for two official Call of Duty League shows to ensure a high-quality broadcast

### USC Annenberg Media

Managing Editor | *August - December 2018*

- Managed 67 writers, volunteers, and editors across undergraduate and graduate levels for all digital content
- Organized and lead story meetings to gather news pitches and assign topics to various reporters

### KTLA 5 News

Digital Intern | *January - April 2018*

- Wrote and researched 25+ daily news articles for the website using T.V. packages, reporter feeds and interviews
- Edited videos through Final Cut Pro to create content for the website homepage and various social media platforms

## Skills

Writing, CoPilot, Chat GPT, Generative AI, Photoshop, Audition, Premiere Pro, HubSpot, WordPress, SEO, HTML, Google Drive Suite, Microsoft Office Suite, Slack, Monday.com, Trello, conversational Spanish

## Education

University of Southern California | *B.A. in Journalism, Magna Cum Laude*

- Won a Webby award for VR series The Deported: Life Beyond the Border; Member, Phi Beta Kappa