

ANDREA L. MILLER

CONTENT STRATEGIST | COPYWRITER | DIGITAL MARKETER

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PROFESSIONAL SUMMARY

Marketing communications professional, copywriter, and content strategist with 8+ years of experience developing clear, audience-focused messaging across websites, social media, blogs, campaigns, and digital channels. Experienced in managing multiple brand voices, translating complex information into accessible content, and carrying projects from strategy and research through writing, design, publishing, and performance review. Brings a strong corporate background, meticulous attention to accuracy, and hands-on experience with SEO, content management systems, Canva, digital marketing, and multi-channel communications.

CORE SKILLS

Marketing Communications • Copywriting & Editing • Social Media Content • Blogs & Long-Form Content • Brand Voice & Messaging • Content Strategy & Calendars • SEO & Keyword Research • WordPress & Elementor • Squarespace • Canva • Digital Campaigns • Analytics & Performance Review • Graphic & Short-Form Video Content • Research & Fact-Checking • Project Coordination • Client & Stakeholder Communication

PROFESSIONAL EXPERIENCE

Owner / Content Writer / Copywriter | Lilli Copy Company

2018–Present | Tulsa, Oklahoma

- Develop brand voices, messaging strategies, and written content for service businesses, community organizations, tourism clients, and other brands across websites, social media, blogs, campaigns, and promotional materials.
- Write and edit audience-specific content that balances brand consistency, clarity, search visibility, and a natural human voice across multiple digital platforms.
- Build and manage content calendars, campaign concepts, website content, social media series, and ongoing editorial plans for multiple client accounts.
- Create supporting graphics and short-form digital content in Canva and coordinate written messaging with visual presentation across social and web channels.
- Manage website and content projects from discovery and research through writing, editing, CMS publishing, SEO optimization, and final quality review.
- Review engagement, search visibility, and content performance to refine messaging, topics, and publishing strategy.
- Produce research-driven public-policy, editorial, local tourism, and small-business content requiring careful fact-checking, audience awareness, and accurate translation of complex subjects.

Commercial Auto Underwriter | Arthur J. Gallagher

2018–2025 | Tulsa, Oklahoma

- Managed complex commercial insurance accounts in a deadline-driven, highly regulated professional environment where accuracy, documentation, and clear communication were essential.
- Reviewed detailed risk information, identified inconsistencies, and communicated requirements and decisions clearly to internal teams, agents, and business partners.
- Balanced multiple priorities and stakeholder needs while maintaining quality standards, confidentiality, and accountability.
- Built eight years of corporate experience collaborating across teams, navigating established processes, and translating technical information into practical communication.

Owner & Stylist | Andrea's Formal Hair Design

2012–2018 | Tulsa, Oklahoma

- Owned and operated a client-focused small business, managing customer communication, scheduling, service delivery, promotion, and day-to-day operations.
- Built long-term client relationships through responsive communication, attention to detail, and consistent service.

SELECTED COMMUNICATIONS EXPERIENCE

- Created localized website, blog, and social content for small businesses with distinct audiences, services, and brand personalities.
- Developed political and public-policy social content designed to make complicated legislation and civic issues understandable to general audiences.
- Produced editorial profiles, tourism content, and community-focused storytelling requiring research, interviewing, and careful tone management.
- Built WordPress/Elementor and Squarespace website content with integrated SEO, user experience, calls to action, and brand messaging.

EDUCATION

Associate of Arts | Tulsa Community College | 2017

Coursework focused on English, composition, and creative writing.

Digital Marketing Coursework | Oklahoma State University | 2024

SEO, social media marketing, branding, analytics, and digital strategy.

TECHNOLOGY

WordPress • Elementor Pro • Squarespace • Canva • SEO & keyword research tools • Social media publishing platforms • AI-assisted research and workflow tools • Microsoft Office / Google Workspace