

Brianna Miller

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Location: Folsom, CA

EXPERIENCE

Mural | Sr. Integrated Marketing Manager, (Content & GTM Strategy)| Aug 2021–Feb 2026 (Remote)

Led content efforts across product launches, events, email, web, social, and demand generation. Worked closely with growth, product marketing, customer success, creative, and leadership teams to create campaigns that spoke to customers' needs, increased engagement, and supported business growth.

- Developed integrated content and campaign strategies across email, web, social, events, and demand generation channels, keeping customer messaging consistent throughout the funnel.
- Translated product and customer insights into compelling narratives for executive communications, customer-facing presentations, and industry events including Forrester, Microsoft Build, and Atlassian.
- Partnered with growth marketing to build customer journey and nurture strategies that improved engagement and product adoption.
- Leveraged campaign performance data, audience insights, customer feedback, and AI-assisted research to identify content opportunities, refine messaging, and inform marketing strategy.
- Managed freelance writers and content production budgets.
- Built out and managed Asana projects and calendar for the team.
- Used AI to refine, **not define**, copy

Selected achievements

- Increased newsletter open rates by 62% within three months (to 17%) and drove a 13% product conversion rate.
- Developed and launched the "Day in the Life" integrated campaign, generating a 32% engagement rate and becoming the company's highest-performing social initiative.
- Developed content for Mural's first Forbes.com homepage takeover, generating 5M impressions in one week.
- Ghostwrote "Common Remote Work Myths," which earned 18K+ views.
- Delivered a Forbes campaign with a 4.56% interaction rate (52% above industry average) and 0.14% CTR (75% above Forbes benchmarks).
- Led cross-functional content strategy for a major hybrid work campaign, generating 120+ leads, 12 MQLs, and 10 product signups while aligning stakeholders across marketing teams.
- Developed Mural's highest-converting organic content asset, generating 380 freemium signups (280% above target) and 24 MQLs.

EDUCATION

University of California Irvine (2012)

*BA in Psychology and Social Behavior,
School of Ecology*

Member of Kappa Alpha Theta

Writer/editor for Hercampus Magazine

SKILLS/TOOLS

Content Strategy • Editorial Leadership • Project Management • SEO • Demand Generation • Thought Leadership • User Research & Insights • Customer Marketing • Product Marketing • Email Marketing • Social Media • AI-Assisted Content Workflows • Analytics & Reporting

SEO • Writer • Webflow • Wordpress • Microsoft Teams • SurveyMonkey • Qualtrics • Mural • Slack • Sprout Social • Wrike • Asana • Podio • Figma • Google Docs • Google Analytics • Google Forms • PowerPoint • Keynote

HackerRank | Senior Content Marketing Manager | Sept 2020–Aug 2021 (Remote)

- Increased blog traffic by 47% year over year and improved average time on page by 17%.
- Owned content strategy, editorial planning, and execution across marketing initiatives.
- Produced customer case studies featuring DoorDash, Vanguard, and other enterprise customers.
- Partnered with product marketing on go-to-market campaigns and product launches.

CleverTap | Senior Content Marketing Manager | June 2019–Sept 2020 (Remote)

- Created SEO-driven content, including blog posts, ebooks, and infographics.
- Edited and managed all public-facing content across web, email, sales enablement, events, customer stories, and video.
- Managed the editorial calendar and content production process.

Wrike (Acquired by Citrix) | Content Marketing Manager | Jan 2015–June 2019

- Developed Wrike's top-performing organic content piece, generating 360K+ pageviews, 2,300+ shares, and first-page Google rankings.
- Drove 70% of total blog traffic in Q3 2018 through content initiatives.
- Wrote email and website campaigns that helped exceed attendance goals for the company's first user conference by 33%.
- Updated legacy content that increased trial conversions by more than 130%.
- Led industry research projects that earned 25+ media placements, including Entrepreneur, Business Insider, Fast Company, and The Today Show.
- Produced customer stories featuring Hootsuite, SurveyMonkey, Umpqua Bank, and Sotheby's Realty.

Mintigo (Acquired by Anaplan) | Events Manager | Jan 2014–Jan 2015

- Recruited senior marketing leaders for the company's inaugural Marketing Symposium, achieving a 25%+ invitation-to-attendance conversion rate.
- Scaled the company's second marketing event to double the size of the first, with a 60%+ attendance rate.
- Founded the company blog and recruited executives from Cisco and other leading brands to contribute thought leadership content.