



# JUSTIN MCMILLIN

justinmcmillin@gmail.com | 703-400-1089 | justinmcmillin.com

## EXPERIENCE

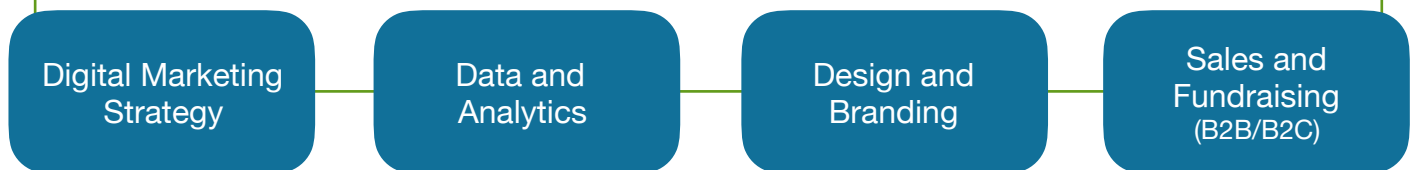
### The George Washington University

Associate Director, Digital Strategy & Engagement

04/2013 – Present

- Implement and oversee digital communication strategies that support the activation, engagement, retention, and loyalty of more than **290,000** constituents/customers.
- Design, manage and send over **4,400** unique emails resulting in over **21,500,000** deliveries.
- Conduct A/B tests and leverage Google Analytics data to optimize and improve design, enhance user experience, and increase digital conversion rates.
- Design mobile optimized emails and landing pages using current HTML/CSS trends and industry best practices.
- Manage and support ongoing multi-phased campaigns using organic and value-driven methods aimed at improving the integrity of constituent/customer data and search engine optimization (SEO).
- Contribute to a six year-to-year growth (**over 72%**) in online revenue through multi-channel digital marketing efforts, user interface improvements, and strategic planning.
- Developed and currently managing project, design, web and social media intake forms to increase project efficiency and improve reporting.
- Source energized and engaged leads using the EverTrue Relationship Management platform.
- Reactivate former constituent donors using omnichannel based marketing strategies.
- Develop new forms of marketing automation in order to increase total return on investment.
- Author white papers, best practice guides, and blog posts used throughout the university.

## Core Competencies



### George Mason University

Assistant Director, Constituent Engagement

05/2012 – 04/2013

- Implemented and oversaw digital communication strategies that support the activation, engagement, retention, and loyalty of more than **28,000** School of Management constituents.
- Designed and distributed emails to over **16,000** School of Management constituents/customers.
- Increased the school's total subscriber base by **57%**.
- Identified new streams of constituent biographic data constituting in over **9,400** constituent data improvements in less than six months.

### University of Colorado Denver

Manager, Digital Communications

05/2011 – 05/2012

- Implemented and oversaw digital communication strategies that support the activation, engagement, retention, and loyalty of more than **80,000** University of Colorado Denver constituents.
- Trained university digital communicators, provided email marketing workshops, and spoke at regional marketing conferences.
- Designed and maintained over 50 landing pages, 16 event registration forms, and 11 electronic newsletters.
- Provided a wide array of resources to university digital communicators via [cu.edu/ecomm](http://cu.edu/ecomm).

## EDUCATION

### Arizona State University, 2008

Bachelor of Science  
Political Science

### Northern Arizona University, 2011

Master of Education (M.Ed)  
Career and Technical Education

## KNOWLEDGE, SKILLS & ABILITIES

Experience proficient or higher using the following

### Email, CMS, CRM, Social Media

- MailChimp, Campaign Monitor, EMMA, Eloqua, Blackbaud (Luminate), iModules, Harris Connect, Litmus, Pardot, Mandrill, Salesforce, ExactTarget, Advance, Vidyard, EverTrue, Phone2Action
- A/B testing, variant segmentation, recipient personalization
- Wordpress, Joomla, Drupal
- Google Analytics, Google AdWords
- Radian6
- Blackbaud, Salesforce, Highrise, BaseCamp
- Twitter, Facebook, LinkedIn  
Flickr, SmugMug, Instagram, Pinterest, YouTube, Vimeo, Snapchat

### Design and Coding

- Adobe Creative Cloud (Photoshop, Fireworks, Dreamweaver, Indesign)
- HTML/CSS (web & email)
- Javascript
- Coda text editor
- Mobile responsive coding techniques

### IT/Development Tools and Other

- iOS/Xcode
- MS SharePoint 2007 (MOSS), 2012, 2016
- Filemaker Pro, Zoho Creator
- Formstack ([intake form example](#))
- Basecamp, Highrise

## REFERENCES

### Matthew Lindsay

Senior Executive Director  
Marketing and Communications  
Development and Alumni Relations  
The George Washington University  
202-994-0487  
mlindsay@gwu.edu

### Craig Burdick

Associate Director  
Marketing and Communications  
Development and Alumni Relations  
The George Washington University  
202-994-4375  
cburdick@gwu.edu

### Joy B. French, MPH

Director of Finance and Administration  
Offices of the Vice Chancellor for Health Affairs  
and the Vice Chancellor for Research  
University of Colorado Anschutz Medical  
303-724-6800  
joy.french@ucdenver.edu

*Additional references available upon request.*

