



JUSTIN MCMILLIN

justinmcmillin@gmail.com | 703-400-1089

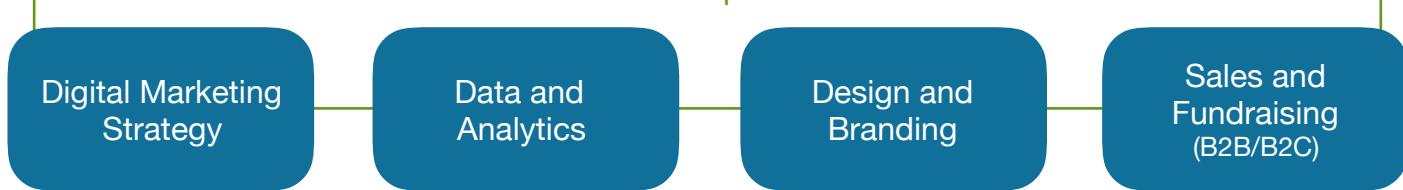
EXPERIENCE

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 **310,000** constituents/customers.
- Design, manage and send over **4,800** unique emails resulting in over **26,500,000** 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.
- Supervise and manage a team of digital focused analysts.
- Manage 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.
- Sourced 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.

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/ecom.

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 Online), iModules, Litmus, Email on Acid, Pardot, Mandrill, ExactTarget, Salesforce Marketing Cloud
- Vidyard, Phone2Action, Tealium
- A/B testing, variant segmentation, recipient personalization
- Wordpress, Joomla, Drupal
- Google Analytics, Google AdWords, Google Tag Manager
- Radian6
- Scalefunder, Advance, EverTrue, SalesForce
- Twitter, Facebook, LinkedIn, 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
- Microsoft Office

REFERENCES

Matthew Lindsay
Assistant Vice President
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.

