

# TERI S. MILES

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## Professional Social Exchange

### **Website:**

LinkedIn: <https://www.linkedin.com/in/terismiles/>

Facebook: <http://www.facebook.com/teri.miles2>

Twitter: <https://twitter.com/terisuemiles>

## Professional Summary

Social Media professional with over ten years' experience in B2B and B2C consultative sales. Experience in developing messages to increase brand awareness, create interactions, make sales and build relationships through social media marketing and networking. Experience with Inbound Marketing and Listening techniques. Knowledgeable in writing content, maintaining and posting across blogs, Twitter, LinkedIn, and Facebook.

## Core Qualifications

- Business Development, Follow Up And Follow Through Skills
- Research And Analyze Information Quickly
- Oral Communication Persuasive Skills, Writing, And Listening Skills
- Curating, Creating, And Scheduling Keyword-Optimized Content For Social Media On Hootsuite, LinkedIn, Twitter, And Facebook
- Social Engagement: Twitter, Facebook, And LinkedIn
- B2C Sales
- B2B Sales
- Inbound Marketing And Setting Up Listening Techniques
- Creating Keyword Optimized Phrases For Search Engines Using Google Keyword Planner and Google Trends
- Google Analytics
- Constant Self-Education
- Social Media Engagement And Networking To Increase Following
- Intermediate In WordPress
- Create Email Marketing Campaigns – Iboomerang and Constant Contact
- Search Engine Optimization Techniques Of: Web Pages, Info Tabs, Status Updates & Posts, Photos, Ads, Videos, Page Info and Settings, Keywords, Link Building, And Content Marketing
- Create Webinar Presentations - PowerPoint

## Professional Experience

### 4Walls/Respage

Remote

**Dates:** 2017 - Present

**Position:** Freelance Social Media Content Writer

- **Content Curation:** Shape the company's brand on social media by posting and scheduling relevant and conversational articles on LinkedIn, Google+, and Twitter via a CDE.
- **Social Media Writing:** Write about a variety of topics and types of businesses to inform and entertain the audience to build community.

### NEW YORK LIFE INSURANCE COMPANY

Remote

**Dates:** 2015 – 2017

**Position:** Recruiting Assistant

- **Talent Sourcing:** Source candidates using ProAct and Boolean searches on LinkedIn and Google.
- **Recruitment:** Responsible for initial engagement of potential hire. Initiate tier 1 candidate Evaluation: position interest, aptitude, and personality/cultural assessment.
- **Candidate Engagement:** Call candidates to market current openings within the company and gain potential hires. Emailed potential candidates information regarding the position, including a link to a personality questionnaire.

### COVENANT BUSINESS GROUP

Remote

**Dates:** 2014 – 2015

**Position:** B2B Marketing Consultant

- **Business Development:** Responsible for direct sales in the uber-competitive environment of B2B lead generation and telemarketing services for small, emerging and large Companies.
- **Sales & Marketing Management:** Utilized all platforms for client and sourcing engagement. Email, direct connect, and telemarketing. Consultative approach in understanding full company needs of ROI for today and the growth/development of consistent business streams into the future.

**American Medical Securities,  
American Republic, USA Benefits Group,  
American Health Underwriters and AM Benefits Group**

Remote

**Dates:** 2003 – 2014

**Position:** Independent Insurance Agent/Broker B2B and B2C

- **“Intra-Preneur”:** As an agent/broker, I was an entrepreneur within a company, successfully building a network/business through all mediums of marketing and sales. Creating a sales message from the ground up that drove results.
- **Business Development:** Successful use of platforms for immediate and long-term sales development. Created automated emails and scheduled all emails to be sent to clients and potential clients. Conducted ongoing needs analysis interviews regarding current plan information, introducing new products to increase sales.
- **Promotion:** Achieved \$250,000 in personal sales first year with American Republic Insurance and was promoted to a District Manager.
- **Client Services and Sales:** Achieved a balance making sales, maintaining customers and keeping current in the ever-changing world of healthcare and health plans. Able to assimilate and apply new information quickly.

### **Education**

Splash Media U  
Master Social Media Marketing Certification ‘Online.’  
Scheduled Completion June 2017

Full Sail University ‘Online’-Internet Marketing: General Studies  
January 2015 to August 2016