

MOLLY MILLER

Marketing Professional

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ABOUT ME

Strategic and high-achieving Marketing Leader with over 10 years of experience across loyalty marketing, credit card acquisitions, and luxury hospitality. Proven track record in the Travel & Hospitality sector, specifically leading high-stakes co-brand card launches and multi-channel media strategies. A Marriott veteran with a "Spirit to Serve" mindset, combining data-driven performance marketing with a passion for storytelling. (And yes, I still have my polished tap shoes ready for the next big win.)

EXPERIENCE

Kobie Marketing | Sr. Account Manager | Jan 2022 – Present

Directly managing loyalty strategy and co-brand card growth for Travel & Hospitality leaders.

- **Co-Brand Card Acquisition:** Spearheaded the end-to-end launch of two new Amtrak Guest Rewards credit cards, managing the complex technical migration to a new banking partner (FNBO). Secured 7,000+ new cardholders within the first three months.
- **Full-Funnel Strategy:** Direct the design and optimization of client loyalty programs, utilizing data analytics to drive acquisitions, increase spend-per-card, and reduce churn.
- **Cross-Functional Leadership:** Lead integrated campaigns across digital, email, and social channels, collaborating with bank partners, legal, and product teams to ensure regulatory compliance and brand alignment.
- **Performance Optimization:** Analyze campaign KPIs to pivot strategies in real-time, consistently exceeding client acquisition targets.
- **Awarded the Kobie L.O.V.E Award for Grit (Q2 2023).**

Swim Digital Group | Marketing Account Manager | May 2021 – Dec 2021

- Managed a portfolio of 10 accounts, overseeing the development of enrollment funnels (acquisition funnels) and multi-channel digital strategies.
- Consulted clients on change management and organizational shifts to optimize marketing ROI and campaign execution.

iHeartMedia | National Account Executive | Nov 2020 – May 2021

- Drove revenue through integrated media planning across broadcast, podcast, SEO/SEM, social media, and live events.
- Managed high-value client budgets and delivered data-backed presentations to win national business.

Legal Research Marketing | Relationship Manager | July 2019 – May 2020

- Targeted and identified new co-counsel attorney relationships to build a robust referral network.
- Created an attorney network from the ground up, developing high-value leads and maintaining a consistent pipeline of new partnerships.
- Consistently met monthly targets for new relationship acquisition for all attorney partners.

EXPERIENCE (CONT)

Marriott International (The Ritz-Carlton & JW Marriott Orlando Grande Lakes) | Multiple Roles | Jan 2014 – July 2019

Travel Industry Sales Coordinator

- Cultivated strategic relationships with luxury travel consortia, including STARS, Virtuoso, and American Express, to secure high-value business opportunities.
- Negotiated and prepared sales contracts for a diverse range of premium clients, including celebrity and diplomatic groups, royal families, and long-term stay guests.
- Strengthened brand visibility by networking at key industry events and leading on-site tours for both luxury resorts.
- Educated travel agents on new marketing materials, creating flyers and email campaigns to effectively promote hotel renovations and special offers.
- Secured a diplomatic booking that generated over \$56,000 in room revenue from a single two-night stay, demonstrating exceptional sales and negotiation skills.
- **Awarded 5 Star of the Year for The Ritz-Carlton Orlando for 2017**

Group Sales Coordinator

- Supported the Destination Sales team with managing and creating personalized property tours for potential clients while generating \$34,943,400+ in total revenue for group bookings in the year of 2015
- Assisted with function space inventory, proposals, and contracts for groups with 300+ room block
- **Awarded 5 Star for the 2nd Quarter of 2015 for The Ritz-Carlton Orlando**

VIP Coordinator

- Provided luxury quality service to VIP guests for the 998-room resort
- Developed new strategies to increase Elite Member recognition and develop rapport
- **Awarded Marriott's Spirit to Serve for the months of May, July, August, and September 2014 and 5 Diamond for the 3rd Quarter of 2014 for the JW Marriott Orlando**

Walt Disney World | Guest Operations Host| June 2010 – September 2013

- Provided top-quality service and warmly welcomed guests into the theme park.
- Crafted “magical moments” for guests to create an unforgettable experience
- **Awarded Guest Service Employee of the Month for August 2012**

EDUCATION

- December 2013 • University of Central Florida
- Major: Hospitality Management / Minor: Business Management
- Eta Sigma Delta Hospitality Honor Society

SKILLS + CERTIFICATIONS

- PMP Certification (In Progress)
- Certified in Google Ads and Google Analytics
- Proficient in all Microsoft Office 365 programs and Google Suite
- Knowledgeable in programs including CI/TY, PMS, MARSHA, Micros, Salesforce, Adobe Products, Canva, Tableau, Mailchimp, WordPress, and Wix

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