

Matt Nazario-Miller

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EDUCATION

Master of Education, Student Development Administration

Anticipated June 2017

Seattle University | Seattle, Washington

Bachelor of Arts, Media Studies

May 2015

University of San Francisco | San Francisco, California

PROFESSIONAL EXPERIENCE

OFFICE OF MARKETING COMMUNICATIONS, SEATTLE UNIVERSITY

Social Media Marketing Specialist

July 2016- Present

- Manage the development and execution of social media strategies and campaigns in partnership with campus stakeholders
- Consult university stakeholders on social media marketing, providing consultation on brand integration and best practices
- Implement consistent voice on Seattle University's social media channels and oversee daily online community engagement
- Supervise team of 6 undergraduate student interns contributing written and visual content to social media channels
- Analyze key metrics to benchmark and assess university social media channels against peer institutions
- Monitor 6+ social media channels and performance to guide social media content and departmental marketing strategy
- Research changing and evolving trends in social media platforms and modify strategy accordingly
- Collaborate with university departments to develop mission-driven digital campaigns driving enrollment and retention
- Lead monthly committee of marketing directors to launch social media initiatives and discuss best practices
- Maintain and update online institutional social media guidelines, standards, policies, tools, and tutorials

UPBEAT PRODUCTIONS, LONDON, UK

Social Media Marketing Manager

Dec 2014- Present

- Market remotely produced content via Facebook, Twitter, and YouTube using consistent branding and voice
- Analyze and gather metrics data to inform content marketing and company digital growth strategy
- Consult professional production staff and visiting interns on social media and branding best practices

INTERNATIONAL STUDENT CENTER, SEATTLE UNIVERSITY

Program Assistant and Multimedia Producer

Mar 2016- June 2016

- Assessed and researched best practices for international student services and digital media marketing
- Advised Queer International Association student group in collaboration with campus partners
- Implemented and tracked departmental content marketing plan on Twitter, Facebook, and Instagram
- Produced video content spotlighting international student narratives within the university context

OFFICE OF MARKETING COMMUNICATIONS, UNIVERSITY OF SAN FRANCISCO

Digital Media & E-Communications Manager

Aug 2012- July 2015

- Coordinated, supervised, and supported student interns with content production and annual contests
- Managed content curation for the University of San Francisco's official social media venues
- Created and executed graphic design projects, email marketing campaigns, and social media campaigns
- Assessed curated content success using metrics data and measuring against benchmark institutions
- Trained and recruited undergraduate student intern team and full-time professional staff members

OFFICE OF ADMISSION, UNIVERSITY OF SAN FRANCISCO

Social Media Specialist

Aug 2013- July 2015

- Supervised staff of 6+ student bloggers, copy-edited submitted blog posts, and scheduled weekly posts
- Assessed and analyzed metric data to inform departmental enrollment marketing and recruitment strategy
- Designed and curated the University of San Francisco's official Admissions blog website and prospective Q&A forum

RESIDENCE LIFE OFFICE, RHODE ISLAND SCHOOL OF DESIGN

Resident Director, Pre-College Program

June 2016- Aug 2016

- Supervised RA staff of 6 undergraduates in residence hall with 150+ domestic and international high school students
- Facilitated regular one-on-one supervisory meetings to manage wellness, accountability, and performance expectations
- Designed an identity and inclusion-focused workshop for 19 new and continuing undergraduate RA staff
- Coordinated and implemented building programming, including a focus on a gender inclusive residential community
- Participated in rotational on-call system of duty coverage responding to campus-wide student crises
- Served as conduct officer for low-level hearings and administered developmental sanctions using Maxient software
- Directed residential room changes, damage billing, health and safety inspections, opening and closing operations

HOUSING AND RESIDENCE LIFE, SEATTLE UNIVERSITY

Assistant Resident Director, Campion Residence Hall

Aug 2015- June 2016

- Supervised RA staff of 21 undergraduates in residence hall with 700+ first-year, transfer, and continuing students
- Recruited, trained, selected, coordinated, supervised, and evaluated student staff training and personnel
- Coordinated and implemented building programming, including learning community and hall council initiatives
- Responded to crises in on-call rotation including narcotics, assault, mental health, and medical transports
- Advised 25-person residence hall council to facilitate leadership development, programming, and community advocacy
- Collaborated with faculty to supervise student leaders in educational programming for 1-2 learning communities each year
- Facilitated student conduct hearings and administer developmental, educational sanctions using Pave Systems software
- Served as interim co-director of residential building management and student staff in absence of Resident Director
- Designed and marketed advertisement materials for off-campus housing programs and recruitment
- Managed residence hall programming budget of \$7,000 and learning community budget of \$13,000

THE PLACEMENT EXCHANGE, ACUHO-I & NASPA ORGANIZATIONS

Communications On-site Intern and Graduate Ambassador

Oct 2015-Mar 2016

- Collaborated with a team of graduate student interns to serve conference candidates and employers
- Published professional development-focused content on brand Instagram, Snapchat, and Twitter account

STUDENT HOUSING AND RESIDENTIAL EDUCATION, UNIVERSITY OF SAN FRANCISCO

Resident Advisor, St. Ignatius Institute Living-Learning Community

Aug 2012- May 2014

- Mentored 100+ co-ed students in learning community dedicated to engaging social justice and exploring spirituality
- Planned, executed, and assessed weekly educational and social community development activities for residents
- Engaged in crisis response training and protocol for bias-related incidents, assault, mental health, and substance abuse

LEADERSHIP AND FACILITATION EXPERIENCE

Communications Chair, Seattle University Student Development Association

July 2016-Present

Graduate Liaison, NASPA Technology Knowledge Community

Jan 2016-Present

Member, Student Development Association Professional Development Committee

Aug 2015-Present

iLead Conference Presentation: Digital Presence and Leadership, Seattle University

April 2016

3rd Grade Teaching Intern, Dianne Feinstein Elementary School, San Francisco

Jan 2015- May 2015

2nd Grade Teaching Intern, San Francisco Friends School, San Francisco

Jan 2014- May 2014

English Language Development Intern, Rosa Parks Elementary School, San Francisco

Jan 2014- May 2014

6-8th Grade Girl's Chorus, A.P. Giannini Middle School, SFUSD, San Francisco

Aug 2013- Dec 2013

Participant, Social Justice Training Institute: The Student Experience, U. of Massachusetts Lowell

July 2013

PUBLICATIONS AND RESEARCH

Cabellon, E., Dare, L., **Miller, M.** & Payne-Kirchmeier, J. (2016). "Embracing technology throughout the profession." *Common Purpose: 2017 NASPA Annual Conference*.

March 2017

Co-Researcher and Presenter, "Exploring the Racial and Gender Identity Formation of Men of Color Student Leaders Who Have White Women Supervisors and Advisors" at NASPA National Conference

March 2017

PROFESSIONAL AFFILIATIONS

NASPA-Student Affairs Administrators in Higher Education

Member since Jan 2016