

# Brian Mills

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Communications & Marketing Professional

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## SUMMARY

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Seven years in marketing and communications across scientific instrumentation, B2B engineering, automotive digital, and higher education. Translates complex or technical subject matter into clear writing across print, digital, email, video, and live events. Builds communications systems that outlast the moment, whether as a department of one or part of a larger team.

## EXPERIENCE

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**Product Marketing Specialist**, JEOL USA, Inc. · Peabody, MA Jun 2024 – Present

- Lead marketing for the Electron Optics division (SEM, TEM, EPMA, JBX) and CryoEM campaign work.
- Executed the \$2.9M CryoARM 200 multi-channel campaign timed to the NIH S10 grant deadline.
- Manage two budgeted EO campaigns end-to-end: \$75K semiconductor (SEM/FIB) and \$50K pharma (120i TEM).
- Run a 3-post-per-week social calendar and a 13,478-subscriber AZoNetwork campaign across SEM/EPMA.
- Wrote the JEOLink newsletter to 17,000+ subscribers, hand-built in HTML, and ran 8 trade shows.
- Designed a content-intake and routing workflow for global updates, plus a 12+ tab campaign tracker.

**Marketing Manager**, HTS New England · Peabody, MA Dec 2019 – Jun 2024

- Founded the marketing function from zero and ran it solo for 3.5+ years; grew to a small team.
- Built "Connect," the company SharePoint intranet, plus newsletters, signage, and quarterly Town Halls.
- Wrote 50+ SOPs and process guides still in active use as company-wide operational reference material.
- Ran HubSpot CRM campaigns, partner co-promotion, and produced multimedia including a recruitment film.
- Produced training materials and the recurring "Foot Off the Gas" webinar series for customer adoption.

**Digital Account Coordinator**, C-4 Analytics · Wakefield, MA Nov 2018 – Apr 2019

- Ran digital campaigns for 6 automotive accounts across Google Ads and SEO/SEM, tuned to lower CPC.
- Built full-funnel retargeting and optimized dealership site UX to convert paid traffic to leads.
- Translated weekly performance data into client-facing reports and strategy recommendations.
- Held daily client calls and documented strategies, KPIs, and outcomes to support decision-making.

## SKILLS

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**Marketing & CRM** Salesforce / Pardot · HubSpot · Campaign Monitor · Google Ads · LinkedIn Ads

**Design & Web** Adobe Creative Cloud · WordPress · Squarespace · Wistia · HTML / CSS

**Workflow & Data** Microsoft 365 / SharePoint · Excel (advanced) · Google Analytics · Hootsuite

## EDUCATION

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**Merrimack College**, B.A. Communication & Media Studies · North Andover, MA May 2018

Minor in Business Marketing · GPA 3.74 · Honors Program · Lambda Pi Eta, National Communication Honor Society