

Brian Mills

COMMUNICATIONS PROFESSIONAL

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SUMMARY

Seven years in marketing, communications, and content strategy. Core strength: taking complex or technical subject matter and making it clear for whatever audience receives it, from the general public to technical specialists.

EXPERIENCE

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

- Write and hand-build JEOLink, a bimonthly HTML newsletter reaching 17,000+ subscribers.
- Own two budgeted product marketing campaigns end to end across print, digital, email, and social.
- Rebuilt an inherited 13,478-subscriber campaign into three audience segments and wrote the copy.
- Manage four social channels, including an 18,000+ follower LinkedIn page, three posts per week.
- Coordinate about eight trade shows per year: pre-show preparation, the live show, and follow-up.
- Produce print and digital advertising (Nature, Microscopy Today) and run a monthly image contest.

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

- Founded the marketing function from zero, solo for about four years, then grew it into a small team.
- Wrote 50+ SOPs, process guides, and how-to documents from scratch, all still in company-wide use.
- Built Connect, a SharePoint intranet linking every department, and authored its instructional content.
- Built HubSpot campaigns hands-on: forms, landing pages, automation, lead scoring, dashboards.
- Created daily digital signage across offices, ran all staff newsletters, hosted quarterly Town Halls.
- Directed, filmed, and edited a recruitment video from concept to final cut.

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

- Managed full-scope digital marketing for six dealership accounts simultaneously.
- Ran hands-on Google Ads with full-funnel retargeting and held daily client calls.

Marketing Communications Coordinator · **OMICRON electronics Corp. USA** · Waltham, MA Jun 2018 - Oct 2018

- Designed and launched a recurring e-newsletter to 8,000+ recipients using Campaign Monitor.
- Created print and digital materials in Adobe Creative Suite and supported trade shows.

SKILLS & TOOLS

Platforms Salesforce & Pardot · HubSpot · Campaign Monitor · GoTo Webinar

Advertising & Analytics Google Ads · LinkedIn Ads · Google Analytics

Creative Adobe Creative Cloud · Hand-built HTML & CSS email

Microsoft 365 SharePoint · Advanced Excel

EDUCATION

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

GPA 3.74 · Business Marketing minor · Honors Program · Lambda Pi Eta · Omicron Delta Kappa