

Work History

PROJECT MANAGER / PR MANAGER

Genesis UAS, 2018 - 2021

- Created and cultivated relationships between Genesis UAS, customers, vendors and the FAA
- Developed and maintained a thorough knowledge of the commercial drone industry
- Managed the public relations process including planning, execution, and reporting
- Developed, produced and mailed press kits
- Coordinated marketing strategies to generate revenue
- Coordinated events to bring exposure to the company
- Created all marketing materials for the company and press
- Created and managed social media accounts

F.O. ASSISTANT/ MARKETING MANAGER

Desert Palms Hotels & Suites, 2013-2015

- General front desk agent duties for two (2) properties
- Monitored and checked the quality of customer service at the front desk; resolved complaints
- Prepared forecast and rooms budget
- Coordinated events to bring exposure for two (2) properties
- Created and maintained hotel's social media accounts and website
- Coordinated social media campaigns
- Brand ambassador
- Supervised influencer visits/photo shoots at the hotel as well as create new, on-brand photography for social media posts.

ADMINISTRATIVE ASSISTANT

Ceva Logistics, 2011 - 2012

- Traditional admin tasks for General Manager
- Administrative support for the department, the managers and supervisors
- Liaison between Ceva and over eighty vendors
- Coordinated employee events
- Audit tractor trailer driver logs

VIRTUAL ADMINISTRATIVE ASSISTANT

DG Childcare Center, 2007 - 2012

- Traditional admin tasks for owner
- Enrollment
- Bookkeeping
- Marketing & PR
- Trained diverse staff
- Maintained licensing and safety standards
- Cultivated positive, authentic relationships with children, families, staff, state licensing authorities, and vendors

EXECUTIVE ADMINISTRATIVE ASSISTANT

Loews Philadelphia Hotel, 2002-2006

- Traditional admin tasks for Regional Director of Sales & Marketing
- Managed sales and marketing reports for four (4) properties
- Public Relations Coordinator for four (4) properties
- Created marketing materials for restaurants, events and hotels.



Heather James Miller
VIRTUAL ASSISTANT

I'm a Virtual Assistant and marketing manager. I assist Corporate Executives and Entrepreneurs with tasks they are too busy to handle!

I started my assistant journey in 2000 as a sales & marketing administrative assistant in the hospitality industry. That position grew into an Executive level position assisting a Regional Dir. with four (4) properties. When my family grew by two, I started virtual assisting for entrepreneurs, general managers, non-profits, childcare providers, government contractors, and event planners.

Expert Skills

Graphic Design	● ● ● ● ●
Project Management	● ● ● ● ●
Marketing/PR	● ● ● ● ●
Traditional Admin Tasks	● ● ● ● ●

Contact

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