





Ailie Miller

BEnv, MMgt Melb

- An analytical problem solver with a mind that thrives on complexity through combining creativity, visual thinking, design and technological understanding to seek solutions.
- Ability to apply this niche set of skills to understand a data landscape in the context of business problems and the ultimate outcome of customer experiences.
- Strong belief that the perfectly optimised solution is one with a structured tech stack behind it to enable human-first interactions.

 ailiemiller@live.com.au
 0488 241 266
 South Yarra, VIC
 www.ailiemiller.me

// EXPERIENCE

1:1 Customer Marketing Specialist Mercedes-Benz Australia/Pacific

JANUARY 2018 – PRESENT 21 Months

An essential team member implementing future digital solutions for Mercedes-Benz Passenger Cars Australia, with an emphasis on integrating a Salesforce technology stack and maximising data-driven marketing capabilities. Strong focus on customer experiences, underpinned by connected digital systems and utilising meaningful analytics to validate business responses and decisions. Personally recognised within the wider business team as an SFMC and CRM Data Expert, supporting three other business units within their digital transformation journey (Vans, Aftersales, Finance)

MB Passenger Cars Marketing Representative for the Salesforce CRM rollout project in a scrum methodology

- Acknowledged by the regional product owner as being highly proficient and instrumental to the success of the project
- Recognised as the strongest business contributor in identifying system defects, missed by the solution design team, during end-to-end user testing
- Active contributor in defining business user stories and being the voice of the customer when reviewing customer experience
- Go-to business expert of the system, customer data touch-points, system rules and connections to validate changing business processes and marketing capability

Project-managed the implementation and rollout of Salesforce Marketing Cloud

- Defined, approved and tested the solution architecture and account configurations
- End business user of SFMC. Supported new agencies in the understanding of our data landscape and system setup. Frequently solving problems that our agency has been unable to answer.
- Collaborate with stakeholders to ensure the solution encompasses all business needs and is future proof for their evolution into automation

Execute campaigns and customer journeys, refined via data-driven insights

- Refine and execute repurchase customer journey by utilising analytical modelling to segment customers, nurturing them through the purchasing funnel
- Delivered over fifty 1:1 campaigns, utilising highly personalised communication journeys, with extensive audience selection and streaming to deliver the right message at the right time to the right customer
- 1:1 Marketing representative in the project team delivering on the long lead launch (12 months) for Mercedes-Benz first electric vehicle – the EQC. Overcame unforeseen challenges in the roll out of the agency model, arguably the largest change to occur to the business in its 61 years in Australia

Other responsibilities

- Work collaboratively within our diverse agency landscape
- Support and educate our retailer network of over 70 dealerships across AU & NZ
- Assist other business units to achieve their 1:1 customer marketing goals
- Manage Intern's project workload and up-skilling
- Maintain and reconcile the team's budget tracker
- Graphic Designer and member of the Corporate Social Responsibility Squad

// EXPERIENCE CONTINUED

CRM & Media Coordinator L'Oréal Australia & New Zealand

AUGUST 2016 – DECEMBER 2017 18 Months

Working as the only direct report to both the CRM Director and Media Director accelerated my knowledge and immersion into data driven marketing to deliver an omni-channel approach throughout the customer journey and ignited my passion for precision marketing.

Built future proof infrastructure to advance L'Oréal's CRM capabilities

- Assisted the development of CRM infrastructure across 25 global brands in pursuit of consumer-centricity
- Transformed L'Oréal's Single Customer View into a trusted source of consumer data, across 20 Australian and 7 New Zealand brands, totalling 2.7 Million customer records
- Designed standardised landing page templates, resulting in the improved validity of captured data and reduced build time by 70%. Built dynamically to cater to all brands
- Re-engineered and optimised the eDM campaign briefing process, resulting in improved efficiencies and increased monthly output by more than 20%
- Designed dashboards to enable greater reporting and visualisation, enabling L'Oréal's first insight into the relationship between campaign performance and ecommerce impact
- Led an inferred consent project that resulted in 447k records being reattributed with an opted in status

Analysed and advised on customer journeys, segmentation and data cleansing

- Go-to Salesforce Marketing Cloud expert, one of only two admins at L'Oréal ANZ
- Constructed the blueprints for standardised welcome journeys across multiple consumer touch points
- Revamped and expanded the existing Replenishment triggered campaigns
- Strategised and prepared for a re-engagement and win-back campaign for over 1.5 Million consumers
- Advanced the existing consumer purchase flags, creating robust customer segments, enabling tailored communication, leading to a 28% increase in open rates
- Utilised basic SQL codes to segment audiences to improve campaign message targeting by retailer, engagement levels, acquisition source, customer status, age, and recency of acquisition
- Routinely and independently audit agency output, resulting in the discovery of 30k missing customers
- Active Audiences champion, conduit between media agency and customer data to enable precision marketing

Provide media insights, with a focus on digital video performance

- Established 2017 & 2018 KPI benchmarks, moving L'Oréal towards viewability metrics, through Moat championship. Resulted in ANZ achieving highest viewability scores in APAC
- Executed a media sufficiency study, to identify the required spend relevant to the campaigns, objective, platform and content, incorporating an understanding of on-target performance and view-ability across online channels. Resulting in a change in TV buy (\$1.6M in savings), enforced minimum spend, maximum content lengths, targeting, and content use
- ANZ Digital Cockpit champion. Implementing transition of business critical dashboards to DOMO. Validating data sources from Google Analytics, Facebook, Instagram and YouTube

Business & Economic Student Ambassador

Melbourne Business School

JANUARY 2016 – JUNE 2016 6 Months

Business Administration Assistant

Classic Projects, Designer Builders

MARCH 2013 - JUNE 2016 3 Years and 3 Months

Marketing Intern

Princess Picture Productions

NOVEMBER 2015 - FEBRUARY 2016 3 Months

Management Consulting Intern

Centre for Innovation and Commercialisation

JULY 2015 - NOVEMBER 2015 5 Months

Marketing Director & Graphic Designer

Melbourne Business School Student Association

JULY 2014 - NOVEMBER 2015 17 Months

Student Consultant

QBE Insurance Malaysia

JULY 2015

// EDUCATION

Master of Management (Marketing) Melbourne Business School, The University of Melbourne

JULY 2014 – JUNE 2016

- Awarded a commonwealth supported place, for academic merit.
- Comprehensive foundational business training with specialist training in marketing.
- Learning to develop, implement and control integrated marketing programs and work with managers in other functional areas.
- Strongly focused on the means by which organizations attract and retain customers.

Bachelor of Environments (Architecture) The University of Melbourne

FEBRUARY 2011 - NOVEMBER 2013

- Developed exceptional design skills through studio based classes.
- Academic and practical knowledge of what constitutes our environment, physical, cultural, spatial and psychological and how these interact.
- Worked cooperatively within diverse teams to produce design proposals that met highly specific briefs.
- Offered a place on the prestigious Master of Architecture program (CSP) at the University of Melbourne but chose to pursue postgraduate studies in management.

VCE Firbank Grammar School

GRADUATED 2010

Sketching from Architecture Paris College of Art

SUMMER 2019

Painting Techniques Victorian College of the Arts

SUMMER 2013

// TECHNICAL SKILLS

Excellent

Highly Proficient

Working Knowledge

Basic Knowledge

Microsoft Office Suite

Salesforce Marketing Cloud, Salesforce CRM, Adobe Design Suite, Smartsheet

Google Analytics, Moat, Facebook Business Manager, Domo, Power BI, AutoCad

SQL, AMPscript, HTML, Python, SPSS

// REFERENCES

Available on request