

# Social Media & Digital Content Portfolio

Eliot Miller

# Highlights

- Grew Social Media following by **55%** for Sansar across all social platforms in 3 months, exceeding the quarterly goal.
  - Platforms included Twitter, Facebook, Instagram, Reddit, Discord and Twitch
- Met quarterly goal to increase website traffic by **30%** for Mux.
- Collaborated on partnered tweets that drew in over 500 retweets, 1,000s of likes and over 100k views.
  - Partners included Warner Bros., Viveport, Intel, esports teams and influencers.
- Produced monthly reports looking at goals and key metrics, as well as deep dives into specific facets of our social media efforts.

## My Favorite Social Media Posts

1. [That time I made a whole item in VR just for a meme.](#)
2. [Showcasing the funny side of community interactions](#)
3. [Calling out the weird reality of user created Photogrammetry](#)
4. [Created many short video clips for social](#)
5. [Experimented with Hashtag campaigns to encourage user engagement](#)

# Community Contests - Sansar



- Ran a Community challenge to build a VR Labyrinth. \$5000 grand prize.
- Announced the contest during the weekly Twitch stream I produced.
- Followed up with an announcement blog and promotional videos shared on social media.
- Utilized weekly live streams to teach users on how to use the product to enter the contest.
- Organised Judging and had a Crowning Ceremony “in-world” for the winner (pictured left).

1. [Announcement Blog](#)
2. [Winner’s Announcement Blog](#)

# Making use of Video & Live Streams - Sansar, DaCast



sansarofficial • Follow

sansarofficial The 2nd floor of this virtual recreation of the #burningman exhibit at @americanart is now available in #Sansar.

You can visit in desktop mode or in #VR.

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#oculus #virtualreality #socialvr  
#photogrammetry #3dscan #education #Art  
#3dmodeling #photorealistic  
#computergraphics #vive #viveport  
#smithsonian #americanart #burners  
#burningman2018 #artinspiration  
#geometricart #industrialart #trippy

sansarofficial See it for yourself here:  
experiences/smithsonianamericanart  
solspectra 🍷👉



521 views

SEPTEMBER 24, 2018

Log in to like or comment.

- Produced a weekly live stream on Twitch featuring the product (Sansar).
- This allowed me to encourage user activity by teaching them how to use the product.
- In addition, I could create short, shareable videos from my live streams.
- Also produced short videos for social media, highlighting the product, the community or creating my own humour.
- This was enabled by my time at DaCast, producing weekly tutorial videos on DIY live streaming
- All of this created content to share on social
  1. [Live Streaming Tutorial Videos](#)
  2. [Sansar Tutorial Live Streams](#)

# Thought Leadership Content - Mux

MUX Mux  
@MuxHQ

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The Crown of Thought Leadership has been awarded to Scott for his blog post on Apache Flink 🌟🌟

Who will wear the crown next? 🏰



5:34 PM - 15 Mar 2017

1 Retweet 6 Likes



- Met a goal to get 50% of the Engineering team writing with my assistance, to showcase talent behind the Product.
  - *“The best way to create a community, is to be one”*
- Educated team on best practices for writing content and edited as necessary.
- Encouraged team by awarding the *Crown of Thought Leadership* for particularly successful blogs.

1. [YouTubers are outgrowing the platform, where will the go.](#) - By Me
2. [Are Pre-roll Ads worth it?](#) - Coached
3. [“Post-Mortems are not a punishment”](#) - Coached

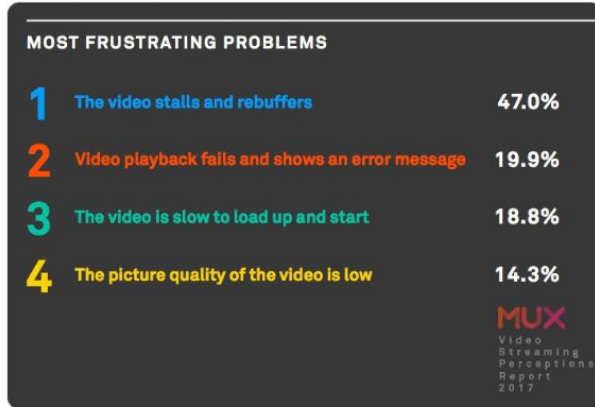
# Case Studies & White Papers - Mux

MUX Mux  
@MuxHQ

Follow

Rebuffering is the most frequent and frustrating problem that consumers experience when streaming to their TVs

[buff.ly/2pUyhot](https://buff.ly/2pUyhot)



8:03 PM - 8 May 2017

- Wrote several Case Studies to showcase the quality of Mux's product, by conducting interviews with evangelical users.
- Assisted in the design and writing of a white paper, as well as participating the the survey design.
- Used that White Paper to create shareable bite-sized content for social media through blogs and infographics.

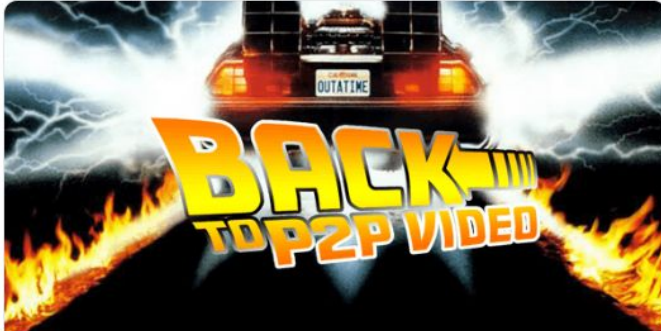
1. [Article Highlighting Key Points of White Paper](#)
2. [Recovering: the most frustrating problem for video](#)

# Content Strategy

Peer5  
@peer5

Following

After a long pause, its back to P2P for  
@Akamai. ◉



Akamai's history with peer-to-peer video streaming

The fact Akamai is going with WebRTC demonstrates that WebRTC is a key technology for video streaming and peer-to-peer delivery says Peer5's Hadar Weiss [blog.peer5.com](http://blog.peer5.com)

5:32 PM - 8 Nov 2017

8 Retweets 10 Likes



1 8 10

- Did contract work for *Peer5* and *Sandstone Diagnostics* as a Content Strategist
- Developed content strategy, wrote blogs and produced videos for clients.
- Owned social media distribution of content, as well as managed social media for special events including CES.



# Eliot Miller



- [LinkedIn](#)
- [Twitter](#)
- [Instagram](#)
- [Website](#)
- Created a Facebook group with over +300 members for local board game designers
  - [Bay Area Tabletop Devs](#)
- Promoted my own game development efforts on Reddit to great success.
  - [2.4k upvotes on the release of my RPG Rulers.](#)
- Streaming on Twitch
  - [Twitch.tv/ToBeGosu](#)
- Successfully ran a campaign to raise \$1.6k on Kickstarter
  - [The Board Game Arcade](#)