

Whitney YouTube Star Milam

Marketing & Communications Leader | Brand Storytelling & Narrative Development | Campaigns, Content Strategy & Digital Engagement

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Summary	Mission-driven marketing and communications leader with 12+ years of experience shaping high-impact narratives that inspire action and drive results. Proven track record leading brand, content, and digital strategies across the public and private sectors, delivering measurable growth and engagement.	
Experience	Proxima Fusion Brand and Content Lead	May 2024 – Present Munich, Germany
	Directed brand development and global content strategy for a European deep tech startup. Delivered integrated, multi-channel campaigns across digital, video, experiential, and earned media. Partnered directly with the CEO and leadership team to shape corporate narrative, executive communications, and investor-facing messaging, aligning brand positioning with fundraising, policy engagement, and top-tier talent acquisition goals.	
	Commonwealth Fusion Systems Digital Communications Lead	July 2022 – December 2023 Boston, Massachusetts
	Directed integrated digital communications strategy for the world's leading fusion energy company, overseeing cross-team execution to build brand awareness and stakeholder confidence. Expanded social media audiences by 71% through strategic platform launches and scaling initiatives. Produced multiple flagship video series, including executive updates and technology explainers, driving audience growth and media interest. Directed creation of newsletters, press releases, blog posts, and website content, ensuring consistency of voice and alignment with corporate objectives and policy priorities.	
	Climate Power Director of Digital Platforms	August 2021 – July 2022 Remote
	Managed a cross-functional team to design and execute digital campaigns, websites, and social content focused on climate and clean energy advocacy. Produced high-impact videos featuring senior government officials and scaled influencer partnerships to amplify policy messaging and public engagement.	
	U.S. Department of State Director of Digital Services, U.S. Mission to the United Nations	February 2021 – August 2021 Washington DC
	Developed and directed the digital strategy of the U.S. Ambassador to the United Nations and related government officials, driving public diplomacy and strategic communications. Effectively communicated U.S. foreign policy priorities, enhancing global engagement and reputation management through digital channels.	
	Biden-Harris Presidential Transition Team Digital Lead, Confirmations Team	October 2020 – January 2021 Washington DC
	Developed the transition's social media strategy and managed the social media presence of incoming Cabinet officials; scripted and produced all transition videos featuring nominees and appointees; worked across video, design, outreach, and communications teams to successfully direct digital rollouts of Cabinet nominations and appointments.	
	National Security Action Associate Director of Digital Communications	March 2018 – October 2020 Washington DC
	Managed digital political and policy communications including ad campaigns, videos, websites, messaging resources, and advocacy toolkits. Led digital campaigns during key elections and crises, enhancing advocacy impact and senior leadership communications.	
	Atlantic Council Associate Director of Digital Communications	January 2017 – March 2018 Washington DC
	Directed digital strategy, video production, and event communications across all programs and centers. Launched in-house video production, producing core branding and event videos. Managed live digital events and global campaigns on key issues, strengthening public engagement and organizational reach.	
	Writer and Digital Producer Freelance	January 2014 – December 2016 Los Angeles, California
	Wrote and produced scripted content and integrated marketing campaigns for Legendary, Lionsgate, Blumhouse, Simon & Schuster, and more. Managed the creative projects and social media presences of top influencers with tens of millions of followers.	
	Sony Pictures Executive Assistant, Development	December 2012 – December 2013 Los Angeles, California
	Supported a major film producer and his development team by managing project tracking, script coverage, and talent coordination across multiple high-profile film productions in a fast-paced studio environment.	
Education	University of California, Los Angeles (UCLA) English Language and Literature	2008 – 2012 Bachelor of Arts, BA
Skills	Strategic Leadership & Communications Strategic communications, brand development and positioning, storytelling and narrative development, thought leadership, political and policy communications, science and technology translation, deep tech and clean energy communications, stakeholder engagement, global mindset	
	Marketing & Campaigns Content strategy and creation, campaign development, digital marketing, social media management, influencer partnerships, SEO, analytics and performance measurement, marketing automation, content management systems (CMS), CRM tools	
	Creative & Production Video production, graphic design, pitch decks, event planning, vendor management, data visualization, Adobe Creative Suite	
	Collaboration & Management Cross-functional collaboration, project management, team leadership, creative problem solving, excellent written and verbal communication	