## InTransition

**Episode 11**

**Jason Miller, LinkedIn Marketing Solutions**

**Brief description for iTunes:**

I promised you some of the biggest names in content marketing and today we deliver on this promise to have a chat with Jason Miller, the Senior Manager content and social at [LinkedIn Marketing Solutions](http://www.linkedin.com/). For those who don’t know Jason Miller - prepare to be entertained.

**Bio**

Jason Miller is the author of the Amazon #1 Best Seller Welcome to the Funnel. He leads global content and social initiatives for LinkedIn Marketing Solutions helping marketers understand how to use LinkedIn to achieve their marketing goals and deliver real ROI.

Previously he was the senior manager of social media strategy at Marketo and responsible for leading the company's global content and social media efforts. Before entering the B2B space, he spent ten years at Sony developing and executing marketing campaigns around the biggest names in music.

When he is not building campaigns, creating remarkable content, and tracking the ROI of social, he is winning awards as a concert photographer, singing 80’s metal karaoke and winning at Seinfeld trivia.

Jason is a frequent contributor to Content Marketing Institute, Social Media Examiner, Marketing Profs, Copyblogger, and has presented at numerous industry conferences including Dreamforce, Social Media Marketing World, Social Fresh, Microsoft Convergence, Inbound, and more.

**Links**

**26.45** Scorch

**29.39** Ubersuggest

**34.30** Welcome to the Funnel

**34.47** @JasonMillerCA