

ALEX MILLER

3 THINGS ABOUT ME

1. Dynamic storyteller
2. Can-do team leader and problem-solver
3. Words, audio, video, infographics – I do it all!

GET IN TOUCH

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References on request

PROFESSIONAL EXPERIENCE

E-SPACE | Los Gatos, CA

Content Strategist & Head of Editorial

2022-Current

- Created, planned and executed internal and external content strategy for global satellite company
- Launched internal and [external](#) blog and newsletter programs from the ground up | In 2023 alone:
 - Over 50 external content pieces drove \$61k ad equivalent value on LinkedIn; \$55k on website
 - Blog drove 8k page views; 20% of total traffic
 - Generated 123+ leads from over 52 companies
- Managed dual-language blogs and social media content
- Worked with executive leadership & C-Suite to draft high-level external communications

VIASAT, INC | CARLSBAD, CA

Content Strategist & Head of Editorial

2017-2022

- Planned and executed content strategy for \$3.8B global communications company
- Created targeted external communications with executive leadership
- Starting from zero, launched external online editorial [program](#); created/edited over 700 pieces of content over five years — including blogs, videos and podcasts
- Created, planned and hosted corporate [podcast](#) program
- Managed internal writing team and freelancers

Viasat, cont'd

Content Manager

2012-2017

- Planned and created content for websites, blog, marketing, sales and customer communications
- Created scripts for radio and television spots, corporate videos — plus production oversight

SWIFT COMMUNICATIONS | RENO, NV

Editor – Summit Daily News - Frisco, CO

2008-2012

- Managed print and digital daily newspaper plus weekly and monthly publications
- Oversaw 15-person newsroom for \$8M daily newspaper

Editor – The Vail Daily - Vail, CO

2005-2008

- Managed busy print and digital daily newspaper
- Oversaw 25-person newsroom for \$15M daily newspaper
- Managed portfolio of glossy lifestyle publications and weekly newspapers
- Spearheaded complete redesign of 100+ page publication

Previous positions include work in newspapers, magazines, public relations, television and the ski industry.

AFFILIATIONS & AWARDS

- Creator/publisher of theatre website [OnStageColorado](#)
- Member: American Theatre Critics Association
- Colorado Press Association awards + AP Colorado citations

EDUCATION

B.A. ENGLISH/JOURNALISM

University of Colorado -
Boulder

INTERESTS

- Theatre
- Live music
- Travel
- Skiing/hiking
- Creative writing

SOFTWARE

- Adobe Creative Suite
- Airtable
- Brightspot CMS
- Canva
- HootSuite
- Hubley/Sharepoint
- Lumen5 (video)
- SmartSheet
- WebFlow CMS
- WordPress CMS