

ALEX MILLER

HIGHLANDS RANCH, CO

INFO



(970) 485-3804



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[Portfolio](#)

KEY SKILLS

- Sr. copywriter & editor
- Newsroom leader
- Newsletter creation and management
- Content strategy
- SEO optimization

TECH

- Adobe Creative Suite
- Slack, Zoom, Teams
- WordPress, Webflow
- Airtable, Smart Sheet
- MS Office
- Canva, Camtasia
- Google suite

KEY QUALIFICATIONS

Multifaceted editorial leader with strong track record of super-charging corporate content over a variety of topics for diverse audiences. Senior copywriter skilled at making complex topics accessible to anyone.

EXPERIENCE

August 2022 - October 2023

Director of Editorial | E-Space — Remote

- Elevated brand recognition by creating, planning and executing internal and external content strategy
- Launched internal and external blog and newsletter programs
- Tripled pageviews on website with editorial content
- Maximized content marketing through social media writing, video and posting

January 2017 - August 2022

Director of Editorial | Viasat — Remote

- Drove external content strategy for global communications company
- Created targeted external communications with senior leadership
- Launched external online editorial program including blogs, infographics, videos and podcasts

August 2012 - August 2017

Content Manager | Viasat — Englewood, CO

- Spearheaded national marketing campaign for new service through creation of content for website, blog, marketing, sales and newsletters
- Slashed ad spending by bringing creative in-house; wrote and produced radio and television spots, videos, infographics and sales collateral

January 2008 - January 2012

Managing Editor | Summit Daily News — Frisco, CO

- Led print and digital daily newspaper team in resort community
- Established as well-respected thought leader

August 2005 – August 2008

Executive Editor | The Vail Daily — Vail, CO

- Led busy print and digital daily newspaper and magazine division
- Streamlined editorial processes for greater efficiency and led major redesign of print and online publications

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

EDUCATION

B.A. | English/Journalism

University of Colorado, Boulder

PUBLICATIONS

- [OnStage Colorado](#)