

Alex Miller
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[LinkedIn](#) | [Portfolio](#)

Experience

August 2022 - October 2023

Director of Editorial | E-Space — Remote

- Elevated brand recognition by creating, planning and executing internal and external content strategy for startup satellite company
- 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
- Drove thought leadership awareness with content focused on leadership and senior staff

January 2017 - August 2022

Director of Editorial | Viasat — Remote

- Drove external content strategy and execution for global satellite company
- Created targeted external communications with senior leadership
- Launched external online editorial program including blogs, infographics, videos and podcasts
- Managed internal staff and global freelancer network

August 2012 - August 2017

Content Marketing Manager | Viasat — Englewood, CO

- Spearheaded national marketing campaign for new service through creation of content for website, blog, marketing, sales and newsletters; B2B & B2C
- Slashed agency spending by bringing creative in-house; wrote and produced radio and television spots, videos, infographics and sales collateral

August 2008 - August 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

Key Skills

- Sr. copywriter & editor | AP Style expert
- Marketing and content strategy and implementation
- Newsletter creation and management
- Thought leadership
- SEO optimization
- Multimedia: video, infographics, podcasting

Tools/Tech

- Adobe Creative Suite
- Slack, Zoom, Teams
- WordPress, Webflow
- Airtable, Smart Sheet
- Canva, Camtasia

Education

B.A. | English/Journalism

University of Colorado, Boulder

My side project

October 2018 – Present

Founder, Editor & Publisher | OnStage Colorado

- Launched statewide theatre website and grew from 0 to 10K views/mo; published over 200 pieces of content in 2023
- Write/edit reviews and features and manage a team of correspondents to provide coverage for live performance around Colorado
- Manage all aspects of WordPress site plus full calendar, weekly podcast and newsletter