

# Alex Miller

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HTTP://ALEXMILLER.INFO

REFERENCES + CONTACT DETAILS

ARE AVAILABLE UPON REQUEST

## BACKGROUND

Alex Miller is a digital media specialist, communicator, and marketer with experience in the public, private, and nonprofit sectors. His specialties include:

Content Strategy

Emerging Media + Technology

User Experience Design

Copywriting

Project Management

CMS + CRM Systems

Analytics

Brand Management

Web Design

## EMPLOYMENT

SKIDMORE, OWINGS  
& MERRILL (SOM)

April 2014 - Present

MANAGING EDITOR, DIGITAL MEDIA (*Promoted from Assistant Editor in June 2015*)

Creates, edits, and traffics content about architecture and related design disciplines.

Crafts and executes digital media strategy. Notably launched Instagram and Tumblr accounts.

Manages Instagram. Work featured in Dwell magazine and received two SMPS social media awards.

Manages Tumblr blog. Selected by Tumblr for its curated directory of blogs to follow.

Managed social media coverage and campaign for the opening of One World Trade Center.

Launched a website for our Chinese market, as well as a redesigned career center.

Grew unique visitors to website by 75% (or 310,000 people) over previous year.

Grew social media audience by 95% (or 33,000 people) in one year.

TECHNOSERVE

Feb 2011 - April 2014

DIGITAL MEDIA ASSOCIATE (*Promoted from Online and New Media Coordinator in July 2013*)

Wrote and edited content for our website, blog, social media channels, and email products.

Managed discovery, planning, production, development, and maintenance for digital projects.

Developed, proposed, and implemented strategy for online engagement and fundraising.

Effectively measured web, social, and email performance indicators to inform online strategy.

Advised all aspects of design for digital products, including websites, videos, and graphics.

Monitored and shared knowledge of emerging trends in digital media to promote innovation.

Managed redesign and development of responsive website in line with new brand.

Led internship program for the Marketing and Communications Department.

Implemented advertising campaigns using Google Adwords and Facebook Ads.

Increased social media and email lists by 1300% and 160%.

Increased average monthly web traffic by 48%.

Increased annual online fundraising revenue by 42%.

Migrated website into new CMS and CRM systems, saving \$30k annually.

INTERNATIONAL  
TRADE CENTER

Nov 2009 - Feb 2011

MARKETING ASSISTANT

Implemented brand-centered initiatives with graphic designers, printers, and other vendors.

Created and directed copy, design, and photography for web and print.

Managed program that accumulated over \$1.4 million in sales in 2010.

## EDUCATION

AMERICAN UNIVERSITY

Class of 2009

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION, *cum laude*

Specialization: Information Systems and Technology