

# Alex Miller

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HTTP://ALEXMILLER.INFO

PHONE NUMBER AND ADDRESS

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:

Analytics  
Branding  
Content Strategy

Community Management  
Emerging Media + Tech  
HTML + CSS

Project Management  
User Experience Design  
Writing + Editing

## EMPLOYMENT

### SOM

April 2014 - Present  
NEW YORK, NY

#### **DIGITAL PRODUCER** (*Promoted from Assistant Editor of Digital Media in June 2015*)

Crafts and executes digital media strategy for one of the world's leading design firms.  
Creates and edits content for website, social media, and blog.  
Manages discovery, planning, production, development, and maintenance for website projects.  
Analyzes and reports on digital media performance to inform strategy.  
Manages social media advertising using Twitter Ads and Facebook Ads.  
Increased unique visitors to website by 37% and launched a responsive version of the site.  
Grew social media audience by 380%. Social content featured in Dwell, by Tumblr, and won awards.  
Launched Chinese website and social media accounts on WeChat and Weibo.  
Managed campaigns for the firm's 80th year and the opening of One World Trade Center.

### TECHNOSERVE

Feb 2011 - April 2014  
WASHINGTON, DC

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

Created and edited website, blog, social media, and email content for a poverty-fighting nonprofit.  
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.  
Managed redesign and development of responsive website in line with new brand.  
Implemented advertising campaigns using Google Adwords and Facebook Ads.  
Increased website traffic by 48%, social media audience by 1300%, and email list by 160%.  
Increased annual online fundraising revenue by 42%.  
Migrated website into new CMS and CRM systems, saving \$30k annually.  
Led internship program for the marketing and communications department.

### INTERNATIONAL TRADE CENTER

Nov 2009 - Feb 2011  
WASHINGTON, DC

#### **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 annual sales.

## EDUCATION

AMERICAN UNIVERSITY  
Class of 2009

**BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION**, *cum laude*  
Specialization: Information Systems and Technology