

James Alan Miller

Content Strategist/Editor/Writer

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REFERENCES

(available on request)

- **Gus Venditto**, HIMSS Insights VP, Content and Product Development
- **Julio Urquidi**, Purch Senior Editor, Tom's Hardware and Tom's IT Pro
- **Eric Grevstad**, Ziff Davis Executive Editor

:: ACHIEVEMENTS

- **Content Strategy:** Guided strategy, redesign and launch of multiple websites, such as [Tom's IT Pro](#) and [EnterpriseMobileToday](#). Managed article development, assignments and budgets for teams of freelance writers.
- **Journalism:** More than 5,000 published articles written or edited in print and/or online. Recognized for technology reviews of leading-edge products and services. Frequently quoted and cited online for marketing materials for [opinion](#) (Kingston), [reviews](#) (StyleTap) and references in [Wikipedia](#), [product marketing material](#) (WorldMate) and [content aggregation](#) sites (TechSpot). Named [Top Influencer](#) at Interop 2014.
- **Website Management:** Responsible for the daily content production of leading IT and B2B websites. Managed teams of up to 15 independent contractors. Increased traffic of websites such as [Intranet Journal](#), [PDASstreet](#) and [Enterprise Storage Forum](#) by 90%-500%.

:: CAREER HISTORY

TECTARGET, NEWTON, MA

2014 - Present

Senior Products Editor, [SearchSecurity.com](#)

Develop, assign and edit features and reviews to aid enterprise IT managers in their buying decisions, particularly in the realm of IT and enterprise security as part of TechTarget's [IT Deal Alert](#) team.

- Provide detailed, structured assignments to expert contributors and freelance journalists
- Work with site team to identify product categories and products within those categories that need coverage
- Edit content for readability and accuracy; perform SEO optimization; final sign off content items produced
- Manages budget and works with central production desk and [SearchSecurity.com](#) Site Editor to post articles
- Package content with related articles and assists with article promotion via social media and the creation of supplementary content
- Supervise junior editor in creating create content and working with freelancers

MURRY/TMG LLC, WASHINGTON, DC

2013 - 2014

Managing Editor, Content Strategist, Writer [BizTech Magazine](#)

Develop, edit and author content for magazine and [website](#) focused on IT solutions for small and medium-sized businesses and organizations

- Worked with client to tailor content to business executives, IT leaders and technology professionals
- Managed stable of 15 freelance writers and columnists, including leading business IT authors and thought leaders
- Responsible for editorial production process and budget for magazine, white papers and case studies
- Created surveys to gauge audience interest in the leading IT technologies
- Wrote [articles](#) for online and print, including the magazine opener, "Dashboard"

TECHMEDIA NETWORK, CULIVER CITY, CA

2011 - 2013

Managing Editor, Content Strategist, Writer [Tom's IT Pro](#)

Responsible for daily content and website for IT and B2B professionals

- Led the successful design, launch and growth of website into million-page-view destination for target audience
- Managed vendor-related content, including advertorials, white papers, micro-sites and custom advertising
- Used Google Analytics to increase traffic and drive ecommerce initiatives; maintained editorial calendars
- Wrote scripts and [appeared](#) in editorial videos covering IT security, mobility, networking and communications

WEBMEDIABRANDS/QUINSTREET, NORWALK, CT

1999 - 2011

Managing Editor, Content Strategist, Writer [internet.com](#)

Oversaw the development, design and/or management of [EnterpriseMobileToday](#), [Enterprise Storage Forum](#) and [Intranet Journal](#) [SmartPhoneToday](#), [PDASstreet](#), [iPhoneGuide](#), [Datamation](#) [Product Watch](#)

- Assigned, edited and wrote news, reviews, case studies, tutorials, tips, editorials and features
- Worked with Vice President of Commerce and Licensing to attract ecommerce partners

ZIFF DAVIS, NEW YORK, NY

1997 - 1999

Associate Editor, [PC Magazine](#), [Windows Pro Magazine](#), [Windows Sources Magazine](#)

CMP MEDIA INC., MANHASSET, NY

1994 - 1997

Technical Editor, [Windows Magazine](#)

:: EDUCATION

State University of New York at Albany

Bachelor of Arts in English and Psychology (*cum laude*)

CONTENT STRATEGY

- B2B/B2C journalism
- Writing
- Editorial management
- Website strategy
- Content management
- Social engagement
- Search engine optimization
- User behavioral analysis and research
- Content marketing

SOFTWARE

- **Web:** HTML
- **CMS:** WordPress, Drupal, proprietary enterprise CMSs
- **Analytics:** Webtrends, Google Analytics
- **Productivity:** MS Office, Google Apps
- **Collaboration:** MS Office 365, SharePoint and Lync
- **Creative:** Adobe PhotoShop and InDesign, Quark

SAMPLES

(available on request)

- [SearchSecurity.com](#), Product Content: Summer 2014 – Present
- [BizTech Magazine](#), Summer 2013 – Spring 2014
- [TomITPro.com](#), Founding and Managing Editor from 2011 -2013
- [EnterpriseMobileToday.com \(formerly PDASstreet.com\)](#), Founding and Managing Editor from 2002-2011
- "Technology Leaders Champion the Value of IT at Interop," Article, April 2014
- "Dashboard: A Snapshot of Tech Trends and Insights," Article, April 2014
- "My Museum of Mobile Devices," Article, 2014
- "Do It Yourself Mobile Apps for Business," Article, 2011
- "Wi-Fi Alliance Talks Dual-Mode," Article, April 2006
- Additional samples available