

Alex Miller

Full-Stack product, marketing, and engineering leader. Aiming to join venture backed teams in world changing adventures.

Contact

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Marketing

Drove paid and organic user acquisition for hundreds of clients, totaling hundreds of millions of users.

Product

*8 years defining product UX and roadmaps for consumer, client, and internal dashboard personas;
Web, iOS, Android.
4 years mentoring PMs.
2 years C-level.*

Engineering

Master of quick hacks, but champion of code review, Doing It Right The First Time, docs and test suites.

Consultant & Chief

Consulting & Projects - AimHuge.com, TexTurner.com
6/2015- Present - San Francisco, Beijing, Singapore
Consultant, helping startups in the US and abroad build user interface mockups, product roadmaps, websites, marketing materials and user acquisition campaigns.

CEO and CTO to TexTurner.com - a Slack bot for human translation.

Startup Entrepreneur

Chief Operating Officer - ChatCenter.io

5/2014- 6/2015 - San Francisco & Tokyo

The ChatCenter software development kit will bring data-rich chat into apps and business workflows in some of Japan's largest internet companies.

- ◆ Traveled to Japan for two months to meet potential customers, pitched and sold an enterprise customer service tool based on a PDF, generating \$200k of revenue before writing the first line of code.
- ◆ Recruited coders and lead hackathons 4 weekends in a row to code first iteration software while in Japan.
- ◆ Ran Ideation, scrum, code review, and paired programming sessions bringing iOS, Android, Web and Dashboard products to life.

Entrepreneur In Residence - [500 Startups](#)

Mar 2012- Jan 2014 - San Francisco

- ◆ Entrepreneur In Residence for 3 month contract.
- ◆ Mentor and Point of Contact for eight startups and their founders.
- ◆ Helped founders tackle problems ranging from founder equity split, to brainstorming new marketing campaigns to Mixpanel setup and data analysis.

Chief Growth Officer - Grata.co

Mar 2012- Jan 2014 - Beijing & Mountain View

Grata was a mobile app for five star travel sales & service over chat.

- ◆ Built the brand and all related assets, including much of the look and feel for the iOS app.
- ◆ Developed partnerships with hotels and travel agencies.
- ◆ Raised nearly half a million dollars, got into the 500 Startups incubator and moved to the Bay Area.

Founder & CEO - Frogo.tv (pivoted to Boardmonks.tv)

June 2012 - Mar 2013 - Beijing

Frogo.tv was the next generation Internet TV platform, allowing citizen journalists and curators to compile the best of online video into easily browsable channels.

- ◆ Learned Node.js, Express.js and the Youtube API to write the initial proof of concept
- ◆ Raised Angel capital for while in Beijing
- ◆ Hired and lead a diverse team of talented leaders
- ◆ Pivoted the platform to BoardMonks.tv, a surf, snow and skateboarding site based on the frogo.tv platform.



Education

Oberlin College - 2005
BA - East Asian Studies

Harvard University - 2004
Travel Writing & Photography

Peking University - 2002
*Economics, Linguistics,
Japanese, Classical Chinese*

Cornell University - 1999
*Computer Science
(as high school student)*

Skills, Languages and Frameworks

Fluent in Mandarin Chinese, JavaScript, Node.js, Deployd, Express.js, Angular.js, MongoDB, MySQL, Twitter Bootstrap, Hubspot, HUBL & API, Marketo, Salesforce & API, Podio & API, Twilio API, Slack API, Google Maps API, Segment, Mixpanel & Google Analytics & APIs, SQL, Google Sheets Query Language, Google AdWords, Facebook Ads & API, LinkedIn Ads, email/drip marketing & automation, SEO, conversion optimization, content marketing, etc.

Travel

26 countries, 48 States, 21 provinces in China. Trips by motorcycle, jeep, car, bike, train, bus, boat and foot. Ex. tour guide & trip leader.

Photography & Writing
Published in magazines and guidebooks, including National Geographic Traveler, Fodors and Harpers.

Marketing Product Manager

Senior Product Manager for Advertising - [RenRen.com](#)
2009-2012 - Beijing

Renren.com was China's largest social network. I was responsible for the advertising and marketing product portfolio.

- ◆ During my three years, our advertising product revenue grew from \$5M, through IPO, to \$50M, as our registered users grew from 30M to 189M.
- ◆ Devised a plan to build social ad units, allowing us to move away from Google Display network and leverage our property's unique benefits.
- ◆ Lead a cross-departmental coalition of middle managers in pitching our plan to the CEO.
- ◆ Launched social ad units in China within four months.
- ◆ Hired and trained a team of five product managers.
- ◆ Managed a full suite of location based social ad units, fan pages, reporting dashboards, sales kits and internal tools on Web, WAP, iOS & Android.
- ◆ Clients included: Mercedes Benz, Audi, BMW, GM, Ford, Intel, HP, DELL, LG, Samsung, Canon, McDonalds, KFC, Pizza Hut, Nike, Adidas, Puma, Converse, Estée Lauder, P&G, Watsons & Mengniu.
- ◆ Won company's top award two years in a row.

Marketing Director - [Global Web Security Systems](#)
2007-2009 - Beijing

Global Web Security Systems built email encryption tools for webmail systems like Gmail, Yahoo! Mail and 163 mail.

- ◆ Developed full marketing strategy and all related assets, including our website, blog, forum and documentation.
- ◆ Got us press coverage and managed ad buys on Facebook and Twitter.
- ◆ Lead charge to migrate from proprietary encryption algorithms to GnuPG.
- ◆ Mocked up and implied user experience and flow.

English Teacher & Corporate Trainer

Freelance - 2002-2007 - Beijing.

- ◆ Developed presentation, communication, and public speaking skills.
- ◆ Learned how to sell, how to lead seminars and trainings, how to break down tasks and illicit productivity from groups and how to utilize different styles to interact with different people, in different settings.
- ◆ Clients included Cisco Systems, Volvo, Lenovo, Microsoft and SanDisk.