




ALEX "ALEE" MILLER


Partnerships Manager – Intellectual Property Professional – Producer – Communications Manager

CONTACT INFO

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 /alexmaxwellmiller

EDUCATION

MBA in Marketing & Business Law
Eller College of Management
UNIVERSITY OF ARIZONA

2017 - 2018

B.A. in History
UNIVERSITY OF ARIZONA

2007 - 2011

EXPERTISE

Process Management*

Production (Event and Permanent)

Partnership Management

Presentation Development*

Creative Studio Management

Client Relations

IP Management

Contract Negotiation

Corporate Communication

Licensing

Strategic Planning

Brand Development

Conflict Resolution

*Portfolio can be provided on request

VALUE PROPOSITION STATEMENT

Leverage my educational background (MBA) and extensive experience in partnerships and client relations, intellectual property, branding, and creative management and production in the entertainment and tech industry to effectively support organizational missions. I excel in efficiently maintaining, proactively strengthening, and creatively improving partnerships, strategies, and communication methods.

EXPERIENCE



Meta / Facebook
GLOBAL PROGRAM MANAGER

2020 - 2023

- Drove the strategic direction of cross-functional collaboration and partnership for organization-wide initiatives, including vendor strategy, policy implementation, contract updates, cross-functional approvals, and communication strategy.
- Managed a team of third-party experts specialized in consulting on intellectual property, communications/partnership management, and contractual compliance, supporting both Reality Labs projects and Meta's overall business goals.
- Collaborated with cross-functional partners to support highly confidential projects and initiatives, fostering innovation and progress. This involved working with partners from Reality Labs engineering, Reality Labs Design, Reality Labs Production, Meta communications, marketing, compliance/privacy, and legal.
- Drafted, reviewed, and published programmatic documentation and executive presentations.
- Oversaw visual communication design and execution for internal and external communications. This entailed establishing and maintaining relationships with third parties and cross-functional teams (XFNs), leading problem-solving and conflict resolution, and creating communication flows and tracking mechanisms.
- Led organizational and program management efforts for the entire organization. This included defining strategy, publishing team announcements and newsletters, and establishing prioritization criteria for internal and external initiatives, ensuring alignment with business partners, long-term goals, and Meta's identity and culture.

INTELLECTUAL PROPERTY STRATEGY MANAGER

- Managed a team of intellectual property professionals who delivered customized solutions for Facebook Reality Labs. These solutions supported FB products throughout different stages of development, strategy, and continuity, while enabling partners to create innovative designs that drive the future of the business.
- Played a key role in influencing and informing strategic initiatives and programs that safeguarded trade secrets, upheld public commitments, and maintained societal trust. These efforts supported the overall business, its partners, and long-term goals.
- Led communication management efforts aimed at reinforcing long-term and short-term goals, promoting growth initiatives, and ensuring alignment with the company's identity and culture.



Comcast NBCUniversal, Universal Creative
SR. MANAGER, INTELLECTUAL PROPERTY & PARTNERSHIPS

2018 - 2020

- Owned and managed the development and maintenance of external Intellectual Property (IP) relationships, utilizing effective communication and diplomacy with high-profile IP holders, executives, and project teams. This ensured smooth project development and the achievement of overall business objectives.
- Implemented a global process for maintaining and aligning with negotiated contractual agreements with IP holders. Developed key strategies for Universal Creative regarding IP approvals and reviews, including the creation of documentation, process management, and communication facilitation.
- Facilitated conflict resolution with both internal and external stakeholders to ensure effective project development and consistent interpretation of the IP.
- Provided oversight to the Intellectual Property Management department, assigning tasks and providing guidance on goals and professional development.

PROFICIENCIES

Adobe Photoshop
Adobe Illustrator
InDesign
Adobe Premier
Salesforce (CRM)
Slate (CRM)
Smartsheet
Asana
Sharepoint
Media Valet
Bluebeam
Microsoft Project
Tableau
Microsoft Office / iWork
Keynote / PowerPoint
Mac and Windows OS



Comcast NBCUniversal, Universal Creative

ASSOCIATE PRODUCER

2018

- Served as the key creative liaison between the Producer, Creative Director, Art Director, and design team, ensuring seamless collaboration and effective communication throughout the production process in the entertainment industry.
- Assumed responsibility for overseeing and managing all vendor deliverables, schedules, and contracts, ensuring timely and high-quality execution of project requirements.
- Developed and designed executive presentations, effectively showcasing project concepts and proposals to corporate executives.
- Implemented efficient information management practices to ensure that all project team members were equipped with up-to-date information regarding project scope, budget, schedule, procurement, and development strategies. • Acted as the primary point of contact for stakeholders including intellectual property holders, legal representatives, and corporate executives, facilitating effective communication and maintaining strong relationships with key partners.



Eller College of Management, University of Arizona

2016 - 2018

MASTER'S PROGRAM MANAGER

- Advised students on career placement and academic goals throughout their master's program.
- Networked with professional community to maintain local and national firm relationships.
- Redesigned departmental website for improved functionality and visual communication.
- Played a key role in launching the Online Master of Science in Accounting Program and Graduate Accounting Certificate, earning the Marion Levy Service award.
- Helped establish a CRM system for managing relationships with Eller College of Management applicants.



BRC Imagination Arts

CONCEPT MANAGER / CREATIVE PRODUCER

2012 - 2016

- Successfully managed concurrent projects in diverse stages, including rebranding, experiential design, and master planning, showcasing proficiency in partnership-driven initiatives.
- Served as a key liaison between clients and project teams, facilitating the timely and budget-conscious realization of creative visions.
- Implemented tailored communication systems to effectively address project dynamics, requirements, and stakeholder involvement.
- Led the company's rebranding efforts, ensuring a seamless and unified transition.
- Orchestrated the compilation, design, and development of persuasive pitch packages for six design Request for Proposals (RFPs) resulting in successful outcomes.

PUBLIC PROJECT CREDITS

Meta Quest Pro – Compliance & Launch Support	2020 - 2022
Rayban Stories – Compliance & Launch Support	2020 - 2021
Epic Universe, Orlando, FL	2018-2021(still in production)
Confidential Project	2018-2019
Confidential Project (high profile IP)	2018
Jameson Distillery Bow St	2015 – 2016 (2017)
Rock and Roll Hall of Fame, Redevelopment	2014 – 2016 (2017)
Milwaukee Brewers, Miller Park, WI	2014 – 2016
One Liberty Observation Deck, Philadelphia, PA	2014-2015
Museum of the Bible	2013 – 2016 (2018)
Ford Rogue Factory Tour Refresh	2013 – 2014
European Union Pavilion at the Milan Expo 2015	2013 – 2015
Chicago 360, John Hancock Observatory, Chicago, IL	2013-2014
Moments of Happiness, World of Coca-Cola	2012 – 2013

For project details, references and more information about my experience please contact me at alexandramiller520@gmail.com