

Perry Sun

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PROFILE

I am a marketing professional with 14 years of industry experience in product marketing as well as marketing content creation. I've worked primarily in the professional AV (audiovisual) industry, covering technologies such as embedded systems, digital signal processing, software, cloud (SaaS), and data networking.



Analytical

I am naturally curious with a strong inclination to fully research and analyze technical details and market trends, with the goal of formulating the best possible product positioning.



Communicator

I'm a very accomplished copywriter and also creative in ideating visual concepts for illustrations. I bring an unwavering dedication to marketing with focused, clear communications.



Tactical Thinker

I firmly believe that the key to successfully formulating optimal product marketing strategies is being organized and highly detailed in seeking to solve relevant problems.



Collaborator

I really thrive when working cross-functionally with designers, web developers, product managers, engineers, sales managers, digital marketing managers, and others.

PROFESSIONAL HISTORY

Product Marketing Manager, March 2016 to present **Atlona Incorporated • San Jose, CA**

My primary responsibility is the planning and execution of our product launches, from public announcement through general availability. I am also responsible for supporting products throughout their lifecycles, including promotional campaigns in response to competitive activity or sales performance. For key product launches and entrance into new markets, I play a key role in conceptualizing, creating, and driving go-to market initiatives as necessary to ensure awareness for the internal sales team and our channel partners.

My specific roles include, but are not limited to: technology research, competitive analysis, market intelligence gathering, defining product positioning and messaging, crafting internal product briefs, content creation for marketing and demand generation, assistance with product planning, project management for product launches, conceptualizing technical artwork and diagrams, and collaboration with in-house designers as well as PR and copywriting agencies.

PROFESSIONAL HISTORY (cont.)

Sr. Product Marketing Writer, February 2013 to February 2016

Sr. Marketing Communications Writer, January 2004 to February 2013

Extron Electronics • Anaheim, CA

I joined Extron initially as Sr. Marketing Communications Writer, focusing on planning, research, copywriting, and editing marketing content, from case studies to white papers and web content such as landing pages. I regularly provided guidance and direction on artwork creation and layout design, frequently conceptualizing diagrams, infographics, and other artwork.

After moving to a new role as Sr. Product Marketing Writer, my responsibilities expanded into the processes for product launches, marketing campaigns, and go-to market planning. I was a key team member in making essential market positioning decisions based directly on product management specifications, analysis of our competitors, and feedback from customers. These decisions then formed the basis for originating product messaging and promoting key features and benefits. Another important aspect of my position was the monthly curation of market intelligence reports.

Managing Editor, 1999 to 2004

Widescreen Review • Murrieta, CA

At Widescreen Review, I developed and edited content for a magazine devoted to consumer AV technologies, and frequently assumed overall responsibility for quality and final production. I also regularly provided critical reviews of AV receivers, surround processors, amplifiers, and speakers.

EDUCATION

Rutgers University
B.S., Mechanical Engineering (1992)

University of Pennsylvania
M.S.E., Bioengineering (1993)

SKILLS & CAPABILITIES



Productivity

MS Office (Word, Excel, OneNote, Visio, and PowerPoint), plus G Suite (Google) apps.



Project Management

Regular (daily) usage of Smartsheet and Trello for tracking projects and individual tasks.



Creativity

Adobe Creative Cloud (Illustrator, Photoshop, InDesign, After Effects, and XD). Also familiar with Sketch.



Web Development

HTML, CSS, JavaScript (basic), PHP (basic), and WordPress. Code editor: Visual Code Studio.

REFERENCES

Professional references will gladly be provided on request, following an initial interview.