

PERRY SUN

Tustin, CA USA

949.266.7376

hello@perrysun.com

Website • Portfolio • LinkedIn

PROFILE

- Product marketing professional focused on promoting electronic & technology products
- Expertise in go-to-market strategy for product launches, as well as marketing content creation



Analytical

Inclination for curiosity, and deep research and analysis. A unique, problem-solving skillset from a technical background and creative capabilities.



Strategic

Keen sense of organization and detail. Aptitude for distilling complex details into clear yet impactful product messaging.

- Primary focus industries: AV (audiovisual) and IT (information technology)
- Relevant technologies: video, audio, digital signal processing, cloud (SaaS), and data networking



Communicator

Highly accomplished copywriter with technical illustration skills. Dedication to delivering purposeful marketing communications.



Collaborator

Cross-functional collaboration with product managers, digital marketers, designers, web developers, sales engineers, and sales managers.

PROFESSIONAL HISTORY

Product Marketing Manager, March 2016 to present

Atlona Incorporated • San Jose, CA

- Planning and execution of GTM (go-to-market) initiatives for new product launches
- Define essential market positioning and product messaging
- Formulate and coordinate strategies for key product introductions
- Deep competitive analysis and research
- Create dedicated marketing campaigns in response to competition and sales performance
- Conceptualize and write content for product webpages, landing pages, brochures, and more
- Sales enablement activities including battlecards, training materials, market intelligence, and more
- Regular sales team communication of product milestones and updates via Yammer
- Provide dedicated marketing assistance to important channel partners
- Conceptualize technical artwork and diagrams
- Collaborate with designers as well as an external PR agency
- Key player in successfully bringing the Company into new product focus areas and vertical markets

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

- Marketing copywriting for product launches – datasheets, brochures, landing pages, and more
- Crafted messaging and market positioning for the Company’s most important product launches
- In-depth technical research and planning, in collaboration with product managers
- Various assistance roles in product launches, marketing campaigns, and go-to market planning
- Authored several white papers, case studies, and technical guides
- Originated concepts for system diagrams, infographics, and other technical artwork
- Provided guidance on visual content creation to designers and technical illustrators
- Created new product training documentation for sales team members
- Curated monthly marketing intelligence reports for senior management
- Key team player in launching new product lines that ultimately resulted in major market share

Managing Editor, 1999 to 2004

Widescreen Review • Murrieta, CA

- Content creator and editor for a magazine devoted to consumer electronics and AV technologies
- Critical reviews of home theater systems and components, as well as DVD movie titles
- Frequently assumed overall responsibility for quality and final production
- Authored several in-depth articles focusing on cinema and audio technologies

EDUCATION

Rutgers University

B.S., Mechanical Engineering

University of Pennsylvania

M.S.E., Bioengineering

SKILLS & CAPABILITIES



Productivity

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



Project Management

Daily usage of Smartsheet and Trello for tracking projects and individual tasks.



Creativity

Adobe Creative Cloud (Illustrator, Photoshop, InDesign, After Effects, Premiere Pro, and XD).



Web Content

HTML, CSS, and JavaScript, plus WordPress and custom CMS platforms.