

# Perry Sun

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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.