

# PERRY SUN

## PRODUCT MARKETING PROFESSIONAL

Tustin, CA USA  
949.266.7376 • [hello@perrysun.com](mailto:hello@perrysun.com)  
[Website](#) • [LinkedIn](#)

### SUMMARY

- Product marketing professional focused on electronic and technology products
- Expertise in GTM (go-to-market) strategy for bringing new products to market
- Marketing content creation – copywriting, illustration, videos, and web content
- Inclination for curiosity, research and analysis, problem solving, and attention to detail

### WORK EXPERIENCE

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

- GTM (go-to-market) planning and execution for new product launches
- Define product positioning and messaging for marketing and sales communications
- Provide dedicated marketing assistance to key channel partners
- Copywriting for landing pages, datasheets, advertisements, social media, videos, and more
- In-depth market research and competitive analysis
- Create marketing campaigns to increase awareness and respond to competitors
- Sales enablement – battle cards, training materials, market intelligence, and videos
- Design technical artwork and application diagrams
- Played a vital role in expanding the Company into new product and technology categories
- Managed the creation of a system builder web app to engage customers and generate leads

**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
- Technical research and planning with product marketing managers
- 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

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### WORK EXPERIENCE (cont.)

**Managing Editor** • 1999 to 2004  
**Widescreen Review** • Murrieta, CA

- Content creator and editor for a magazine devoted to consumer electronics and AV technologies
- Frequently assumed overall responsibility for quality and final production
- Critical reviews of home theater systems and components, as well as DVD movie titles
- 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



#### Productivity

Microsoft 365, Microsoft Visio, Smartsheet, and Trello.



#### Creativity

Adobe Illustrator, After Effects, Premiere Pro, Photoshop, and XD.



#### Web Content

WordPress, HTML, CSS, and JavaScript.

### CAPABILITIES



#### Analytical Thinking

Inclination for curiosity, deep research and analysis, and creatively solving problems.



#### Strategic Messaging

Ability to simplify complex product details into clear, high-impact messaging.



#### Collaboration

Excellent relationships with product managers, sales team members, and many others.

Please visit my [Portfolio](#) to see examples of my work as a product marketing professional.