

PERRY SUN

PRODUCT MARKETING PROFESSIONAL

Tustin, CA USA
949.266.7376 • hello@perrysun.com
Website • LinkedIn

SUMMARY

- Expertise in go-to-market (GTM) planning for launching technology products
- Ability to simplify complex, technical product details into very clear, high-impact messaging
- Marketing content creation – copywriting, illustration, videos, and web content
- Inclination for curiosity, learning, analysis, problem solving, and attention to detail

WORK EXPERIENCE

Product Marketing Manager • March 2016 to June 2025

Atlona Incorporated • San Jose, CA (remote)

- GTM (go-to-market) planning and execution for new product launches
- Defined product positioning and messaging for marketing and sales communications
- Copywriting for landing pages, blog posts, video scripts, advertisements, social media, and more
- Sales enablement – battle cards, training materials, market intelligence, and videos
- In-depth market research and competitive analysis
- Created marketing campaigns to increase awareness and respond to competitors
- Provided dedicated marketing assistance to key channel partners
- Designed technical artwork and wiring diagrams
- Participated in webinar presentations to support major product launches or update customers
- Played a vital role in expanding the Company into new product and technology categories

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, Premiere Pro, After Effects, and Photoshop.



Web Content

WordPress, HTML, CSS, and (basic) JavaScript.

CAPABILITIES



Analytical Thinking

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



Continuous Learning

A nonstop, everyday devotion to reading, learning, and upskilling since 2013.



Collaboration

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

Please visit my [Portfolio](#) for a showcase of projects as a product marketing professional.