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 Specialist • August 2026 to Present
HARMAN International • Northridge, CA (remote)

- Planning and execution of NPIs (new product introductions) for HARMAN Professional Solutions
- Define product positioning and messaging for marketing content and delivering sales training
- Proactive, continuous market research and analysis of key industry competitors
- Sales enablement content creation including battle cards, application guides, and more
- Collaborate with marketing and an agency on resource-intensive projects such as videos
- Learn and use MadCap Flare in the creation of a comprehensive software product manual
- Create proofs of concept for designing artwork and technical diagrams
- Within the first 10 months, completed the marketing launch of product lines for JBL and BSS

Product Marketing Manager • March 2016 to June 2025
Atlona Technologies • 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

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WORK EXPERIENCE (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
- 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

EDUCATION

Rutgers University
B.S., Mechanical Engineering

University of Pennsylvania
M.S.E., Bioengineering

SKILLS

Productivity
Microsoft 365 (including Copilot), Microsoft Visio, and Trello.

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

Web Content
WordPress + web development with HTML and CSS.

CAPABILITIES

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

Continuous Learning
An everyday devotion to discovery, upskilling, and exploring new creative avenues.

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.