

MANAGER, INDUSTRY ANALYST RELATIONS

Summary

Creative communications professional with over a decade of experience in planning and implementing strategic, results driven communication programs that integrate traditional public relations with emerging social and digital media communications strategies. Extensive experience in semiconductor, wireless networking, telecommunications, cloud computing and PCB design market segments.

Skills

- Proficient in Microsoft Office Suite
- Experienced with multiple media databases, including: Vocus, Cision and MyMediaInfo.
- Familiar with social media and influencer management tools, such as Hootsuite, Buffer, SocialBro, TrendKite and BuzzSumo.

Experience

Manager, Industry Analyst Relations Aug 2015 to Current

Company Name - City , State

• Contributed to the development of a strategic analyst relations plan designed to communicate overall vision and major initiatives around comprehensive eCommerce suite and marketing solutions.

• Cultivate and strengthen relationships with key influencers at major industry analyst firms, ensuring that they are up to speed on company strategy, objectives, capabilities, client case studies and messaging.

• Collaborate with product marketing, subject matter experts and executives to advance company rankings in analyst benchmark reports, including Forrester Waves, and Gartner Magic Quadrant.

• Provide strategic insights to senior management and cross-functional marketing teams on analyst research reports to help guide product strategy and roadmaps.

• Support in the negotiation of industry analyst firm subscription contracts during renewal process.

Account Director Sep 2014 to May 2015

Company Name - City , State

Clients included: Alcatel Lucent, Rajant Corporation, ASE Group, Inc., Altium, The City of Fremont

- Served as lead day-to-day strategic advisor on client programs and initiatives including: strategic planning, company and product launches, media and analyst relations, social media strategy, visual storytelling, thought leadership campaigns, corporate brand positioning, crisis communications, industry events, budget management and forecasting.
- Collaborated on the global launch of Alcatel Lucent's cloud-based unified communications platform, Rapport, securing coverage with key industry analysts and media outlets including: Wireless Week, No Jitter, Current Analysis, Fierce Enterprise Communications, Converge! Network Digest, UC Strategies, Light Reading and Europe Outlook.
- Demonstrated ability to manage global account teams of up to six direct reports, providing strategic guidance on multiple campaign initiatives from concept through implementation on time and within budget parameters.
- Cultivated ongoing thought leadership opportunities for Rajant Corporation executives in key industry outlets such as: Network Computing, Urgent Communications, Network World and eWeek.
- Provided strategic guidance on analyst relations programs across all accounts including: development of outreach strategy, coordination of analyst tours, creation of briefing materials, message development, corporate strategy days and spokesperson preparation.
- Oversaw the development and execution of owned and earned client social media campaigns, including: optimization of client LinkedIn pages and executive profiles, blog post content calendars, microsite development, SEO enhancement, Twitter, Google+ and Instagram engagement strategies.

Account Manager Jul 2011 to Sep 2014

Company Name - City , State

- Clients Included: IDT, Ineda Systems, Intelpeer, RAE Systems, Altium, Rajant Corporation
- Provided strategic day-to-day counsel for clients on the execution of communication initiatives to support organizational objectives including: media and analyst relations, content creation strategy, social media strategy, product launches, industry awards, event planning and execution.
- Spearheaded the global launch of wearable technology start-up Ineda systems, securing coverage with top-tier media outlets such as Venture Beat, Re/Code, The Wall Street Journal, EE Times, Reuters and GigaOm
- Developed written content reinforcing key messages and thought leadership including: press releases, byline article abstracts, customer case studies, FAQs, executive bios, guest blog posts, company backgrounders and story pitches.
- Proven track record in cultivating relationships with technology media, resulting in placements with key trade publications, such as: EE Times, eWeek, Network Computing, Electronic Design, EE Journal, IEEE Spectrum and Design News.
- Managed speaking and awards programs, including researching and vetting opportunities, coordination with event organizers and developing preparation materials.

- Assisted in managing budgets, forecasting, resources and project management.

Partner Oct 2008 to Dec 2012

Company Name - City , State

Clients Included: Pure Matter Branding+Interactive, Cellphone Mate, Asigra, Bay Area Lyme Foundation, California Children's Health Initiative, Heritage Bank, Toeniskoetter & Breeding, Inc.

- Served as marketing communications consultant delivering holistic, integrated communications counsel across a broad array of disciplines including: public relations, advertising, social media strategy, direct marketing, customer retention strategy and branding.
- Created high-level marketing communications materials including: strategic plans, market analysis reports, press releases, backgrounders, website copy, case studies, FAQ's, and contributed articles.
- Consistently achieved coverage for clients with high-level media outlets such as: The Wall Street Journal, Oprah Magazine, Salon.com, CNN Small Business, G4TV, MSN Games, Massively.com and The Globe and Mail.
- Managed external vendors in the development of client newsletters, campaign datasheets, brochures, tradeshow exhibits and website copy to ensure adherence to client communication objectives.

Senior Public Relations Specialist Feb 2005 to Jul 2007

Company Name - City , State

Clients Included: Amulet Technologies, SPX Automotive, CalTrain

- Managed integrated campaigns that included advertising planning, public relations, social media and tradeshow coordination.
- Composed high-level documents including: public relations strategic plans, press releases, contributed articles, backgrounders, Q&As, pitch letters and case studies.
- Organized local and national media tours in support of strategic initiatives and product launches.
- Achieved media coverage with a variety of high-level national outlets including: The Wall Street Journal, San Francisco Times and San Jose Mercury News.

Marketing Associate Jan 2003 to Jan 2004

Company Name - City , State

- Developed and managed overall budget for event marketing, sponsorship and tradeshow coordination.
- Planned and organized all on-site race promotions and events for employees, athletes and business associates.
- Served as primary liaison to national and international sales staff for all events marketing support.

Director of Special Events Mar 2002 to Jan 2003

Company Name - City , State

- Composed and managed event budgets to meet organizational objectives.
- Drove negotiation of event site contracts for fundraising events, including: menu selection, AV needs, technological requirements, entertainment, travel and accommodations.
- Oversaw recruitment of committee members and supervised all activities.

Account Executive Aug 1999 to Feb 2001

Company Name - City , State

Clients Included: Silicon Valley Bank, Sand Hill Capital, MeriWest Credit Union, Toeniskoetter & Breeding, Inc.

- Developed and implemented strategic public relations plans for clients involved in technology, law enforcement, finance, real estate, hospitality and community affairs.
- Composed and distributed strategic client pitches, press releases, fact sheets, backgrounders and public service announcements.
- Provided support in strategic planning and publicity for new product launches.

Education

Bachelor of Science , Public Relations 2000 San Jose State University - City , State , USA

Spring 1998 - Participated in study abroad program in Bath, England