

# DIRECTOR OF MARKETING

ADRIAN PAUL

## SUMMARY

An accomplished Director of Marketing with over 12 years of professional experience in a variety of industries. Success has been centered on core marketing philosophies tied to clear strategic communication, new technologies, in-depth market analysis, innovative strategies and strong management skills.

## WORK EXPERIENCE

Director of Marketing 2016-02 - Present  
TVPage, Inc.

- Writing, editing and/or distributing all professional and technical communications on behalf of the school, its president, and its board.
- Maintaining high standards of integrity in publications and media.
- Promoting the nonprofit, private institution in the media, and position it as the premier international school for marine training.
- Modernizing the media plan through a shift from print-heavy advertising to Internet-focused marketing, which better reaches the school's demographics.
- Developing first profitable consumer-focused series of educational workshops known as the extension program.
- Generating workshop topics through market research, create the curriculum overview, compile contact information for thousands of prospective consumers and market series through direct mail and the Internet.
- Facilitating the legislative campaign for degree-granting authority through filings and hearings with the Department of Education and accreditation agency.
- Establishing the school in the media and the marine industry as the first of its kind to grant post-secondary degrees in boat-building technology.
- Assessing the effectiveness of current curriculum and course structuring regularly through student interviews and market research.
- Developing short- and long-term growth strategies that remained mission-focused.
- Spearheading the first online education platform for the school.

Director of Marketing 2013-04 - 2016-01  
Andreessen Horowitz

- Managed technology projects integrating new systems such as email marketing tools, time-tracking software, CRM, and website maintenance.
- Rebuilt Web site to gain higher usability and traffic, utilizing SEO and SEM.
- Designed Continuing Education programs leading to increased revenue for the firm.
- Established SEC Compliance process and framework managing all materials used to market and sell to clients.
- Identified vendor partners in which to build relationships with for CRM, email marketing, list management, branding, marketing collateral and print production.
- Created and launched an education program in partnership with a major strategic alliance (Academy of General Dentists) to build a legacy of the educational offering and bring clients to Andreessen Horowitz.
- Coordinated and facilitated website redesign and updates on a regular basis.

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## SKILLS

### Competitive Analysis

- Perform comparison of features of various competitive products, research market trends, SWOT analysis, etc.

### Product Line Management

- Lead a team of marketing manager, product manager, and product application engineer to support a product line.
- Champion product definition, new product development, translating customer requirements into PRD and managing new product introductions.

### Strategic Alliance Management

- Develop strategic relationships with tier one customer such as Huawei, Ericsson, Motorola, Dell, HP, Agilent and Rohde & Schwarz.

### Financial controller

- Manage financial reporting, accounts receivables accounts payables and budgeting for a non-profit organization.
- Expert user of Quickbooks for non-profit accounting and reporting.

### Product marketing

- Develop product roadways, marketing requirements, and product requirements.

- Managed marketing staff and worked with other key stakeholders inside and outside of the firm to further Hufford's marketing efforts.
- Led key strategic alliance initiative with the Academy of General Dentistry to build awareness of financial readiness, built a Hufford legacy for educational leadership and attracted clients to the firm.

Director of Marketing 2008-02 - 2013-03

Avery Dennison

- Responsible for consumer segment which included protection solutions for smartphones, wearables, computers, mobile and UHD displays and video products.
- Developed strategic road-maps, new product definitions, market research and analysis, business development, customer relationships and pricing strategies.
- Launched multiple protection products and developed highly differentiated harmonic suppression and surge protection solutions.

Product Line Manager 2005-05 - 2008-01

Walden University

- Defined product line direction and created road-map, messaging, and marketing collateral.
- Led communications for quality issues, NRE programs, and end-of-life announcements.
- Managed opportunity tracking, program updates, customer engagement, and design-in activities. Interfaced with cross-functional teams.
- Involved in full product life-cycle management.
- Doubled revenue in three years with 25% CAGR; led release of 35 new products in diverse markets, including 4G LTE infrastructure, automotive telematics, industrial networking and CATV/broadband networks.
- Built and headed a marketing team to handle market research and business justifications for RFIC product line.
- Created a comprehensive business plan for the telematics market, forecasting \$5M with 13% CAGR over six years.

## EDUCATION

Master of Business Administration in Marketing 2002 - 2004

Hofstra University

Bachelor of Marketing 1998 - 2002

Lakeland University

- Defined differentiated products that solve tough problems.
- Develop strategic alliances with major chip-set vendors such as Qualcomm, Mediatek and others.

Product Management

- Managed Products from conception to development to mass production.
- Established pricing as well as marketing collaterals for product launches and promotion.

## INTERESTS

- Blog
- Hiking
- Archery
- Paintball
- Genealogy
- Photography