

Mike Zecchino

Marketing and Technical Communications

I specialize in developing marketing and technical communications to promote exciting projects and technologies. I ensure small companies are heard in a noisy marketplace, launch unified and compelling campaigns for large organizations, and foster greater connections between non-profit organizations and their audiences. I thrive when I can utilize my varied skills to help my clients succeed.

Marketing

- Campaign development and execution with annual budgets from \$2000 to \$500,000.
- Web content and site design, as well as SEO and site traffic analysis.
- Print and web advertising, incorporating targeted online campaigns, Google AdWords, social media and lead acquisition/nurturing services.
- Printed collateral including brochures, data sheets and trade show posters.
- Electronic collateral including photography, videos and presentations.
- Event coordination from design through logistics.
- Public relations pieces such as press releases, email campaigns and newsletters.
- Branding and imaging including industrial design, signage, promotional items, etc.

Technical Communications

- User documentation from one-page pictograms to 300+ page manuals.
- Articles for technical publications, with over 40 articles placed in optics, metrology, solar, semiconductor, biology, lab equipment, automotive and other publications.
- Application notes that explain complex concepts or provide step-by-step instruction.
- Technical editing for refereed journal articles, poster sessions, etc.

Additional Services

- Product testing, troubleshooting software bugs and hardware usability issues, then working with engineers to resolve the problems
- Applications Engineering, generating technical data and verifying claims for articles.
- Audio Engineering, with 20 years of experience producing music, voiceovers and videos
- Product design, including software interface development, functionality improvement, installation, serviceability and aesthetics.
- High proficiency in customer management software (ACT, PipeDrive, MailChimp), web design (WordPress, DreamWeaver), document design (Adobe Creative Cloud, MS Office Suite), video production (Camtasia, Final Cut), and audio production (ProTools).

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Work Experience

- Jul '12–present* Marketing Communications Manager, 4D Technology Corporation
I execute all product marketing programs, maintain an extensive web presence, coordinate 20+ events per year and create all technical user documentation. Since joining 4D full time, after six years as a consultant, I have increased 4D's contacts database by over 100% and doubled traffic to the website.
- Oct '05 –Jun'12* Marketing Communications and Technical Writing Consultant
Designed and executed complete marketing strategies, produced all marketing materials, generated articles and wrote user documentation for startups, small and large companies, and non-profits.
Clients included organizations in the following industries: technology (4D Technology, Veeco Instruments, Michigan Metrology, LabSmith, Agilent Technologies, Optical Perspectives Group); renewable energy (Cool Earth Solar, Prism Solar, Solon, MaxOut Renewables, Sigma Technologies), and arts and science non-profits (Physics Factory, Batucaxé Drum and Dance). I continue to complete projects for several of these clients.
- Feb '00–Oct '05* Marketing Communications Manager, Veeco Instruments
Coordinated marketing communications for four Veeco facilities, overseeing a half-million dollar annual operating budget. I worked with a corporation-wide team to promote consistent, worldwide messaging. I also managed the technical writing department and contributed articles regularly to major industry publications.
- July '97–Feb '00* Technical Writer, Veeco Metrology Group
Produced user manuals, training materials and online help system. Received award from *Society for Technical Communicators* for outstanding documentation.
- Mar '95–Jun '98* Consultant/Technician/Technical Writer, Pindar Systems, Inc.
Consulted with large advertising departments on production methods, work flow, software and hardware for catalog production software.
Produced on-screen manuals, self-paced tutorials and the company website.
- Dec '93–May '94* Copywriter/Database Manager, Institute for Crisis Management
- Sept '92–May '94* Freelance Correspondent, *Business First of Louisville* and other publications.
- May '89– Jul '91* Manufacturing Engineer, Lord Corporation
Designed facilities, processes, equipment and electronic process controls.

Education

- B.S. Industrial Engineering, English Minor, Pennsylvania State University, 1990.
B.A. English, University of Louisville, 1993.

Other Projects

- 2000–present* Officer and Board Member, Physics Factory science outreach program
- 1997–2015* Owner and Operator, The Nail Recording Studio
- 1996–present* Performer, including a cappella and Afro-Brazilian percussion