

# Mike Zecchino

www.mikezecchino.com

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 in situations in which I can utilize my varied skills to help my clients succeed, from market analysis to video production.

## Marketing

- Campaign development and execution with annual budgets from \$2,000 to \$500,000.
- Audience growth, from market analysis to lead generation and nurturing.
- Web content and site design, SEO and site traffic analysis.
- Print and web advertising through targeted online campaigns, PPC, social media and lead acquisition/nurturing services.
- Printed collateral including brochures, data sheets and trade show displays.
- Electronic collateral including photography, videos, webinars and presentations.
- Coordination for large and small events.
- Public relations including engaging press releases, email campaigns and newsletters.
- Branding and image development, including industrial design, signage, promotional items, etc.

## Technical Communications

- User documentation from one-page pictograms to 300+ page manuals.
- Technical articles, with over 50 placements in publications for optics, metrology, solar, semiconductor, biology, lab equipment, automotive, etc.
- Application notes that explain complex concepts or provide step-by-step guidance.
- Technical editing for refereed journal articles, poster sessions, etc.

## Multi-Disciplinary Skills

- Product development including user analysis, functional design, software interface development, serviceability, manufacturability and appearance.
- Applications engineering, generating technical data and verifying claims for articles.
- Audio engineering, with 20 years of studio experience producing music, voiceovers and videos.
- High proficiency with lead analysis, web design, documentation, video production and audio production software packages.

## Work Experience

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- Jul '12–present*      **Communications Manager, 4D Technology Corporation**  
I design and execute all product marketing programs, maintaining an extensive web presence, creating informative content and coordinating 20+ events per year. Since joining 4D full time, after six years as a consultant, I have tripled 4D's leads database and doubled traffic to the website.  
Additionally, I create all technical user documentation and support videos for the company's precision measurement systems, and I have been instrumental in developing the user experience for the company's flagship software product.
- 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 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

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

## Other Projects

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- 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**