

# 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 digital marketing to video production.

## Marketing

- Campaign development and execution with annual budgets from \$1000 to \$1,000,000.
- Web content and site design, SEO and site traffic analysis.
- Print and web advertising through targeted online campaigns, Google Ads, social media and lead acquisition/nurturing services.
- Printed collateral including brochures, data sheets and trade show exhibits.
- 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 signage, lobby and office construction and design, industrial design, etc.

## Technical Communications

- Articles for technical publications, with over 40 articles placed in optics, metrology, solar, semiconductor, biomedical, lab equipment, automotive and other publications.
- User documentation from one-page pictograms to 300+ page manuals.
- Application notes that explain complex concepts or provide step-by-step guidance.
- 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 studio 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, HTML/CSS), document design (Adobe Creative Cloud, MS Office Suite), video production (Adobe Premiere, Final Cut), and audio production (ProTools, Logic, etc).

## Work Experience

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- Oct '05–Jun '12;  
Jul '18–present     **Marketing Communications and Technical Writing Contractor**  
I design and execute complete marketing strategies for startups, small and large companies, and non-profits. Activities include: producing all marketing materials including text, photography and video; maintaining a comprehensive web presence; developing branding from logos to building design; publishing technical articles; writing user documentation; and industrial design.  
Clients include organizations in the following industries: technology (Avo Photonics, 4D Technology, WYKO/Veeco Instruments, Digital Metrology, 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.
- Jul '12–July '18     **Marketing Communications Manager, 4D Technology Corporation**  
I executed all product marketing programs, maintained an extensive web presence, coordinated 20+ events per year and created all photography, videos and technical user documentation. While full time with 4D, after six years as a consultant, I increased 4D's leads database by over 100% and doubled traffic to the website.
- 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

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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**