



Jay Prichard

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Let's Get Things Done

With technical product marketing, sales support, and customer support experience in the telecom fiber optics industry, I help organizations succeed by providing outstanding tactical, project implementation-level support in marketing, sales, training, or other business group. Call me, and let's make it happen.

Areas of Expertise

- Telecom product marketing
- Marketing collateral creation
- Sales team product training
- Sales team support
- Sales presentations to customers
- Customer support
- Project management and execution
- Demo equipment management
- Tradeshow and event management
- Collateral management and fulfillment
- SONET/TDM/WDM optical networking
- Voiceover talent and actor

Engage! Educate! and Motivate! customers and sales teams around product solutions

Superb Customer Support	Obsessive Over Details	Eager To Educate	Loves To Organize	Excellent Event Planner	Multi-Tasker Maniac	Creative, Analytical, Reliable
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Computer Skills Windows, Microsoft Office (Word, Excel, PowerPoint, Outlook), PipelineDeals CRM, SONY Movie Studio (audio video editing), Adobe Fireworks (basic computer graphics), FrontPage (basic website development)

EXPERIENCE

Jay Prichard Productions www.jayprichard.com **Nov 2005 – Present**

Multimedia Marketing Consultant - Fort Worth, TX

Enhance clients' multimedia projects to increase messaging impact and improve information retention

- Give educational presentations and one-on-one direction to clients to convey the benefits of voiceover narration, how to implement voiceover narration properly, and with ease, for projects such as:
 - eLearning, Human Resources training, marketing and promotional videos, product training, [audiobooks](#)
- Project management, product production, quality control, customer relations, accounting, web development
- Authored and published the book "Actor Demo Reel Video and Editing Guidelines"
- Also: acting, corporate teambuilding, product promotions, emcee, improv comedy, games leader

FluxLight **Jan 2017 – Jan 2018**

Sales Executive - Irving, TX

Sold Third-Party Optical Transceivers into Telco and Higher Education Data Communications Markets

- Added 32 new customer accounts
- Customer support and account management, using PipelineDeals Customer Relationship Management (CRM)
- Fiber optic applications engineering

White Rock Networks **Dec 2000 – Nov 2005**

Senior Marketing Manager - Richardson, TX

Promoted High-Speed Fiber Optic SONET/DS3/TDM, xWDM, and IP/Ethernet Aggregation Products

- Collateral creation, print management, and fulfillment (datasheets, application notes, technical overviews, etc.)
- Customer presentations, tradeshow presenter, product demonstrator, video spokesperson
- Sales support and training
 - Demo equipment management
- Customer support and training
 - Basic computer graphics
- Tradeshow management
 - Basic intranet website development

ADC Telecommunications

Feb 2000 – Dec 2000

Senior Manager, Account Marketing – CLEC Telco Market Focus - Richardson, TX

Promoted ATM-based SONET/SDH Transport Solutions

- Product presentations, quotations, and RFP responses
- Technology and product training for customers and sales team
- Tradeshow representation

Fujitsu Network Communications

Jan 1994 – Feb 2000

Senior Marketing Manager (May 1996 - Feb 2000) - Richardson, TX

Promoted DWDM and SONET Transport and Access Solutions

- Technical marketing and promotion
- Product presentations to customers, industry press, and analysts
- Tradeshow demonstrations, product messaging and graphics, and sales collateral
- Program Manager for annual National Sales Force Technical Training Program

Systems Engineer (Jan 1994 - May 1996) - Fairfax, VA

Sales and Support for SONET Transport and Access Solutions

- Customer product presentations and training
- Customer technical support
- Hands-on equipment turn-up and testing

Telecommunications Techniques Corporation

Feb 1991 – Jan 1994

Product Marketing Engineer - Germantown, MD

Promoted SONET, ATM, DS3, and DS1 Test Products

- Sales team and customer product presentations, technology training, and support
- Product launch (advertising, brochures, direct mail, sales guides, training, press releases, application guides, trade shows, manuals, training videos)

GTE (now Verizon)

Jun 1987 – Feb 1991

Sales Engineer (Mar 1989 - Feb 1991) - Washington, DC

Sales, Development, and Support for Interactive Voice Response (IVR) systems

- Project management, customer presentations, technical support, training, RFPs, system design, implementation, and documentation

Engineering Associate Development Program (three six-month assignments) (Jun 1987 – Mar 1989)

- Strategic Business Plan Analyst - Stamford, CT
- Telco Central Office Analog-to-Digital Conversion Engineer - Honolulu, HI
- ISDN Product Test Engineer - Phoenix, AZ

EDUCATION

University of Texas

May 1987

B.S. Electrical Engineering, Cum Laude - Austin, TX

- Computer Engineering emphasis
- Eta Kappa Nu IEEE Honor Society
- Tau Beta Pi National Engineering Honor Society

Engineering Co-op Student - IBM (five full-time work semesters in Charlotte, NC and San Jose, CA)



I ' M A T E C H Y . . .

... but I don't
have to be!



With a passion for
health, fitness,
and inspiring
others!

