

Jay Prichard

Watauga, TX 76148
(Northeast Fort Worth)

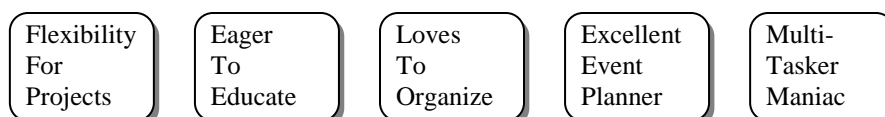
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PRODUCT MARKETING

***Educate!** and **Motivate!** Customers and Sales Teams Around Product Solutions*

Providing tactical, project execution-level support in marketing, sales, or training. Technical Product Marketing experience in telecommunications fiber optics networking. Call me, and let's get things done.

- Marketing collateral creation
- Sales team product training
- Sales team support
- Product presentations to customers
- Customer support and training
- Print management and fulfillment
- Tradeshow management
- Demo equipment management
- Voiceover talent and Producer



Computer Windows, Microsoft Office (Word, Excel, PowerPoint, Outlook, Publisher), PipelineDeals CRM, SONY Movie Studio (audio video editing), Adobe Fireworks (computer graphics), FrontPage (website design)

EXPERIENCE

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

Multimedia Marketing Consultant - Fort Worth, TX

Enhance clients' multimedia projects increasing messaging impact by using voiceover

- Educate clients by giving presentations and one-on-one direction to implement voiceover for:
 - Elearning, Human Resources training, marketing videos, and audiobooks
- Conduct project management, production, and quality control
- Authored book "*Actor Demo Reel Video and Editing Guidelines*"
- Perform acting, corporate teambuilding, and product promotions

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
- Performed account management using PipelineDeals CRM
- Provided customer support and fiber optic applications engineering

White Rock Networks

Dec 2000 – Nov 2005

Senior Marketing Manager - Richardson, TX

Promoted Fiber Optic SONET/DS3/TDM, WDM, and Ethernet Aggregation Products

- Created collateral, managed printing and fulfillment (datasheets, app notes, technical overviews, etc.)
- Gave customer presentations, tradeshow presentations, and product demonstrations
- Planned tradeshow presence and managed logistics
- Provided sales support and training
- Managed demo equipment

ADC Telecommunications

Feb 2000 – Dec 2000

Senior Manager, Account Marketing - Richardson, TX

Promoted ATM-based SONET/SDH Transport Solutions into CLEC Telco Market

- Produced product presentations and RFP responses
- Trained sales team and customers on products and technology
- Represented company at tradeshow

Fujitsu Network Communications

Jan 1994 – Feb 2000

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

Promoted WDM and SONET Transport and Access Solutions

- Developed sales collateral, tradeshow demonstrations, product messaging, and graphics
- Gave product presentations to customers, industry press, and analysts
- Organized and conducted the annual *National Sales Force Technical Training Program*

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

Provided Technical Sales Team Support for SONET Transport and Access Solutions

- Gave customer product presentations
- Provided customer training and technical support
- Performed 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

- Created advertising, brochures, datasheets, direct mail, press releases, app notes, and training videos
- Implemented product presentations and technology training for sales team and customers

GTE (Verizon)

Jun 1987 – Feb 1991

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

Provided Technical Sales Support for Interactive Voice Response (IVR) systems

- Conducted customer presentations, technical support, training, and RFPs
- Performed project management, system design, and implementation

Engineering Associate Development Program (Jun 1987 – Mar 1989)

- Supported strategic business planning - Stamford, CT
- Planned telco Central Office analog-to-digital conversions - Honolulu, HI
- Developed and implemented ISDN testing - Phoenix, AZ

EDUCATION 

University of Texas

May 1987

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

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

Engineering Co-op Student - IBM - Charlotte, NC and San Jose, CA



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

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



Gung ho for
health, fitness,
and inspiring
others!

