

CRAIG SIEGEL

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Portland, OR

SUMMARY

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| Creation/editing of technical/business material | Creation/delivery of client/technical training |
| Creation of written/online marketing collateral | Market research and analysis |
| Ghostwriting of business/technology blogs | Development of marketing strategies |
| Development of corporate messaging | Tradeshaw/conference management |

SELECTED ACCOMPLISHMENTS

Product Marketing/Copywriting

- Planned and developed promotional outbound marketing campaigns, including creation and delivery of white papers, demos, presentations, training, and seminars to expand Analogy products into the automotive electronics design market which grew to 20% of company revenues.
- Freelance SEO and other blog writing assignments for technology marketing agency received 100% satisfaction rating.
- Developed video scripts, graphics and other digital content for online media company which doubled corporate revenues.
- Performed product and market research and created product literature which contributed to successful introduction of new ethics-monitoring product.
- Developed all new print and web-based marketing and sales collateral for new product line, increasing customer awareness survey results by 40%.
- Administered government contracts - proposals, subcontractor coordination, government agency reports, cost estimates - which accounted for 10% of new product revenues.
- Initiated, wrote and published new customer newsletter, increasing readership by 10% each year.
- Developed online content including web copy, blog posts and data sheets, and coordinated marketing programs for data center clients, increasing revenues by approximately 20%.

PROFESSIONAL EXPERIENCE

FREELANCE WRITER, Portland, Oregon

2020 – Present

Contract Writer/Content Developer

Contract writing assignments for marketing agencies. Content included ghostwritten and by-line SEO and other blogs, whitepapers, data sheets, presentations, and partner guides for B2B technology companies worldwide. Consultation for and development of new corporate messaging. Development and implementation of marketing strategies for product introductions.

INTEL, Hillsboro, Oregon

2019 – 2020

Project Manager/Content Manager

Contract Engagement. Project management, content management and collateral development for the Cloud Insider Program Financial Services Initiative. Created marketing collateral and insured accurate and consistent messaging for documents in the content library.

IOVATION, Portland, Oregon

2018 – 2019

Product Marketing Manager

Product marketing manager for dynamic multi-factor authentication products for combatting online fraud and abuse. Content creation including datasheets, white papers, conference presentations and blog posts.

INTEL, Hillsboro, Oregon

2016 – 2018

Global Channel Engagement Marketing Manager – Cloud and HPC

Contract Engagement. Managed and coordinated marketing campaigns and special programs for Cloud and HPC Data Center Specialist accounts. Created and edited content. Managed newsletter and web content.

WEBTRENDS CORPORATION, Portland, Oregon

2013 – 2016

Technical Account Manager

Provided technical and consulting services for commercial and other complex websites using Webtrends digital analytics programs.

CORILLIAN CORPORATION / FISERV, Hillsboro, Oregon

2007 – 2012

Senior Technical Account Manager

Managed technical support relationship for high-visibility and high-touch client financial institutions for Voyager online banking software.

ADP DEALER SERVICES, Portland, Oregon

2003 – 2007

Client Services Manager / Market Development Manager

Managed technical support team responsible for supporting ADP's IP Telephony installations across the US and Canada. Directed development of customer training.

WRITE STYLE MARKETING, Portland, Oregon

2001 – 2003

Marketing Consultant

Independent marketing consultant for Portland-area technology-oriented companies. Performed market research, developed business plans, and created marketing literature. Developed scripts for web-based text and video presentations. Developed demonstrations and created marketing collateral.

EDUCATION

Master of Business Administration (MBA), University of Portland, Portland, OR

Master of Science – Electrical Engineering (MSEE), Illinois Institute of Technology, Chicago, IL

Bachelor of Science – Electrical Engineering (BSEE), Illinois Institute of Technology, Chicago, IL