

SergioOchoa

Marketing strategist with a passion for creatively communicating and bringing products to market



www.SergioOchoa.me



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408 692-4332 (my2ideas)

Am I the person you are looking for?

Trying to find the right person for the job can be a long, stressful and difficult task. I know what it's like; I have personally been through the process. In an attempt to make things a bit simpler, I would like to touch on a few questions that may already be on your mind. If your answer is "yes" to any of the following, then I just may be the person you are looking for.

Are you looking for a unique set of skills?

I am a big fan of marketing in creative ways. I also have a technical, financial and sales background. This gives me the ability to understand and communicate with people from different walks of life and allows me to look at challenges from several different perspectives. I am able to create solutions that not only meet marketing goals, but also gain support from stakeholders of different business functions.

Are you looking for a leader?

When I create a vision in my mind, I get a clear and vivid picture of what success looks like and I relentlessly work to achieve it. I love working with people towards a common goal and inspiring them to reach their full potential just as much as I enjoy learning from others and their experiences. The more I learn, the more motivated I become to be a better leader.

Are you looking for a team player?

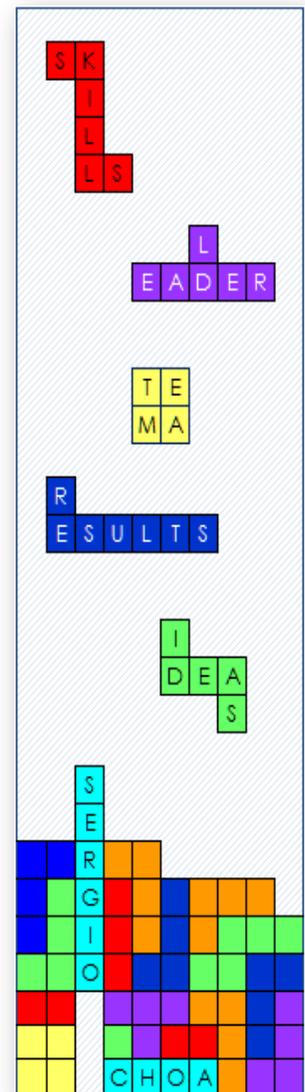
I have always found that the odds for success increase in a team setting. Solutions to challenges come easier and good ideas can turn into great ideas when more than one person is involved. I enjoy working with others, especially in an energetic and dynamic environment. It makes things so much more fun!

Are you looking for results?

Trying to achieve a goal without proper preparation and execution makes things difficult. When it comes to implementing strategy, I believe success comes primarily from focusing on objectives that will deliver the greatest results. It's the basic 80/20 rule. There are simply too many things competing for our attention on a daily basis, I prefer to spend my time working on what matters most.

Are you looking for creative new ideas?

Sometimes the best way to solve a problem or challenge is to try something completely different than the norm. I am a big fan of thinking creatively and doing it often. The more ideas there are to choose from, the greater the odds one is likely to be successful.



May we talk?

I am a marketing strategist passionate about business and technology looking to team up with a company that has great products, an amazing team and a dynamic culture. To learn more about me and view my interactive resume, please visit www.SergioOchoa.me.

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EMPLOYMENT

Marketing Manager – Product, Web & Social Media | NTT | San Jose, CA | Jun 2013 - Present



Recruited to this communications company as a Marketing Manager to lead the product, web and social media strategy for NTT America Global Solutions. Reporting to the Director of Marketing, I am responsible for creating and implementing marketing strategy and processes that our 100+ person start-up organization can leverage. Areas of focus include product and digital marketing, demand generation, communications and social media.

- Create and execute integrated marketing plans to generate awareness and demand using a variety of marketing tools (email, social media, web, video, and blogs), metrics and ROI targets.
- Work with marketing counterparts to develop lead generation programs that build demand for the brand and deliver high quality leads in alignment with product marketing initiatives.
- Lead the development of a comprehensive and scalable social media marketing program. Guide departments and roles across the organization on integrating innovative social media marketing concepts into all applicable customer-facing marketing initiatives. Oversee company activities across all relevant social media platforms (Twitter, Facebook, LinkedIn, etc.).
- Develop competitive positioning and messaging that differentiates our products and solutions, focuses on target audiences and speaks to customers and prospects in a language they can understand.
- Create beautiful, compelling and easy-to-understand marketing content and collateral (brochures, datasheets, presentations, whitepapers, playbooks, case studies, videos, blogs, web pages, webinars and press releases) ensuring consistency of design and alignment with brand strategy.
- Work with agencies to manage the development of creative assets and campaigns to support marketing goals.
- Work with cross-functional teams on creating the go-to-market strategy for new products and services and manage the implementation of launch plans. Develop positioning and messaging, collateral, programs, communications and training for sales teams to successfully drive adoption of offerings.
- Communicate the value proposition of our products to the sales team and support selling efforts with the latest tools, messaging, assets, programs and campaigns.
- Perform quantitative and qualitative market analysis and research and develop in-depth knowledge of the industry and competition, keeping informed of competitive product offerings, sales strategies and their underlying technologies. Gather insights to improve marketing plans, explore new product opportunities, drive the product roadmap and stay a step ahead of the competition.
- Develop a deep understanding of our customers and recognize their needs, pain points and opportunities. Be an expert on their buying criteria, how they buy and what motivates them to purchase.
- Be a brand advocate and spokesperson and evangelize the company and its products at industry events.
- Manage US website and ensure that all marketing content is consistent with overall business objectives. Update product pages to reflect new capabilities, product differentiators and industry trends. Direct website design to ensure a compelling marketing sell online.
- Juggle multiple projects while being able to meet deadlines and ensure objectives are met within designated scope and budget.

Marketing Consultant – Demand | VMware | Palo Alto, CA | Aug 2012 – Jun 2013



Recruited to this software company as a Marketing Consultant to execute and manage product and solution based demand generation programs responsible for bringing in more than 44,000 leads and \$40.1 million per year. Working alongside the Americas Demand Marketing team, social media strategy was implemented that in a six month period, brought in 4% of total leads translating into \$860K of won opportunities.

- Created and managed online programs focusing on lead generation, customer engagement and brand awareness.
- Executed integrated marketing plans leveraging live and on-demand webcasts, virtual trade shows, email, website, paid search, display advertising and social media.
- Worked with creative agencies to define strategy for online campaigns and oversaw planning, execution and reporting. Campaigns included social media (LinkedIn, Twitter & Facebook) and influential blogger programs.
- Partnered with Product Marketing to develop campaign content focused on solution benefits and customer pain points, while ensuring consistent messaging across all communication channels.
- Oversaw execution of 25 webcasts per quarter in three languages (English, Spanish and Portuguese) with a per event average of 1000 registrants and 30% attendance rate.
- Managed and executed semi-annual virtual conference sponsored by top Silicon Valley companies with more than 10,000 registrants and an average 40% attendance rate.
- Compiled advanced reporting on performance of programs and presented findings to cross-functional stakeholders. Analyzed data, identified success factors and introduced new campaigns based on previous performance of programs.
- Worked closely with Operations and Sales teams to ensure all leads were correctly routed, followed up on and tracked.

Marketing Consultant | Freelance | San Jose, CA | Oct 2011 – Jun 2013



Worked with companies and business professionals to create and execute a wide range of digital marketing and communication strategies to achieve desired results. Strategies included web design and implementation, analytics, branding, content, public relations, social media, video, email, mobile, SEO and SEM.

- Designed and built scalable and easy to use websites and landing pages with analytics and reporting tools.
- Developed and executed a variety of digital marketing strategies to promote clients and build their brand.
- Implemented and monitored SEO and SEM strategy to drive traffic, increase conversions and generate leads.
- Implemented social media strategy to create communication channels between clients and customers.
- Created and implemented email marketing campaigns to engage and nurture new and existing customers.

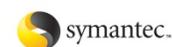
Marketing Manager – Product and Partner | Brocade | San Jose, CA | Jul 2008 – Sep 2011



Recruited to this networking company as a Marketing Associate then given management responsibilities in January 2009. Reporting to the Director of Partner Marketing, I managed a team of two and led the marketing and communications strategy for a product portfolio with yearly revenues of \$51 million. Areas of responsibility included marketing strategy planning and execution, new product launches, branding, corporate communications, revenue forecasting and budget planning.

- Developed and executed the product and online marketing strategy with the goals of increasing revenue and market share. Over the course of two years, revenue increased by 28 % to \$10.7 million, market share grew by 16 % and we realized a 114 % return on investment (ROI).
- Partnered cross-functionally with teams in engineering, product management, product marketing, sales and finance in the development of new products and solutions. Planned and executed comprehensive launch plans with focus on creating awareness, generating demand and driving revenue.
- Created and managed sales and lead generation programs responsible for bringing in revenue for the company, channel, field and OEM partners.
- Promoted the company and brand using a mix of traditional and online marketing tools (advertising, sales promotions, public relations, web design, social media, email and video) to maximize the reach of our message to our audience.
- Leveraged social networking platforms (Facebook, Twitter, LinkedIn, YouTube and Flickr) to build credibility, generate buzz and reach buyers directly. Built and maintained a high level of consumer engagement via online communities helping to acquire new fans and increase the company's social media presence.
- Created compelling messaging and content for multiple audiences (sales kits, presentations, whitepapers, datasheets, solution briefs, brochures, videos and webcasts). Communicated the benefits of our products and services to the sales force and provided them with the necessary tools to sell.
- Defined the high level strategy for tradeshows and events (budget, theme, messaging, audience, PR, lead generation, content, collateral, training and agency involvement) and served as a representative for speaking opportunities.
- Led the portfolio pricing strategy and negotiations with partners, analyzed demand and trends and made price modifications as necessary to maximize profit, margins and market share.
- Participated in the quarterly revenue forecast process, tracked contra and MDF, authorized program claims and collaborated with finance on funds accrual and release.
- Identified and prioritized marketing budget needs, and managed disbursements of funds.

Marketing Coordinator Intern | Symantec | Cupertino, CA | Jun 2007 – Nov 2007



Seeking to gain high-tech marketing experience, I joined this software company as a Marketing Coordinator Intern. Reporting to the Director of Enterprise Marketing, I led a cross functional team tasked with integrating social media into the online marketing and communication strategy and streamlining the collaboration process.

- Created and implemented an online marketing hub consisting of an intranet website and repository designed to house content and centralize the department's marketing and communication efforts.
- Increased the visibility of the company by using social media, video, email marketing, SEO and CRM to drive traffic to landing pages populated with targeted content designed to move visitors into the sales pipeline.
- Positioned the company as an expert and leader in the IT field by publishing company and industry news, making contributions to the education of the marketplace and providing valuable content across various social networking, blogging and video sharing channels.
- Worked closely with agencies to create content and collateral to supplement our marketing campaigns, lead generation programs, trade shows and events.

Marketing Consultant | Spotlight Consulting | San Jose, CA | Jan 2005 – June 2008



Upon returning to school to attain a bachelor's degree, I developed my professional skills by providing consulting services to small businesses and university students. In the spring of 2008, I advised a team of San Jose State University students in creating a go-to-market strategy for the annual bay area Cisco-Deloitte Battle of the Bay business case competition. The team advanced to the finals and competed against teams from Stanford University and UC Berkeley, placing second out of 63 bay area teams.

- Researched market conditions and implemented marketing strategy to achieve business goals.
- Reviewed communication strategies and made suggestions on how to grow and strengthen the brand.
- Analyzed websites and made recommendations on improving technical, content and design elements.
- Coordinated and oversaw the execution of advertising, promotional and communication programs.

Due to an interest in finance, I joined this financial institution as a teller. Over five years, my responsibilities increased and I was promoted to Sr. Teller in 2000, Personal Banker in 2001 and Sr. Personal Banker in 2002 with an expanded role including marketing responsibilities. Reporting to the Vice President, I led all marketing and sales strategy for the consumer banking portfolio.

- Led a team of five in executing sales and marketing campaigns responsible for growing bookings by 427% from \$11 million to \$58 million yearly.
- Grew revenue from \$1.1 million to \$5.8 million annually over a period of three quarters.
- Established partnerships with brokers and realtors bringing in 15 % of total revenue through referrals.
- Improved customer satisfaction by 25 points to 87% increasing the branch's ranking to the number one spot out of 20 branches in the district.

EDUCATION

Stanford University – Strategic Decision and Risk Management Certificate. 2013 (expected).
 San Jose State University – B.S. in Business Administration, MIS concentration.



SKILLS

Professional	Traditional Marketing	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>
	Online and Digital Marketing	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>
	Branding and Messaging	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>
	Marketing Communications	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>
	Public and Media Relations	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>
	Market Research and Analytics	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>
	Web Design, SEO and SEM	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
	Social Media Marketing	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>
	Content and Collateral Development	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>
	Project and Program Management	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>
Technical	Email and Direct Marketing	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
	Product Launches	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
	Microsoft Office	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>
	Adobe Photoshop and InDesign	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
	Google Webmaster Tools	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
	Google Analytics	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
	Google Adwords	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
	WordPress	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>
	HootSuite	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>
	HTML and CSS	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Salesforce.com	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
Marketo, Eloqua	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	

CERTIFICATIONS

- 2013 (expected) – Certified Product Manager (CPM) and Certified Product Marketing Manager (CPMM)
- 2013 (expected) – Google AdWords
- 2013 (expected) – Google Analytics
- 2013 (expected) – HubSpot Inbound Marketing
- 2013 (expected) – HootSuite Social Media
- 2008 Negotiating for Results, Vantage Partners
- 2008 Communicate to Influence, Decker Communications
- 2008 Managing Time and Multiple Priorities, National Management Institute
- 2008 Emotional Intelligence and Interpersonal Communication, Emmerling Consulting

AWARDS & HONORS

- 2011 San Jose State University MIS Convocation Speaker
- 2011 San Jose State University Outstanding Alumni Award
- 2011 San Jose State University MIS Department Alumni of the Month (May)
- 2010 Brocade Professional Award - Product Launch Excellence (Emerging Technologies)
- 2010 Brocade Professional Award - Top OEM SAN Partner
- 2009 Brocade Professional Award – Strategy Execution
- 2001 - 2004 Company-wide Top Producer Award