

PATRICIA A. BOOHER

48 East Hayestown Road #201, Danbury CT 06811
Patricia.Booher@gmail.com
203-917-7686 • www.PatriciaBooher.com

Global Marketing Manager with 20 years experience in B2B technology manufacturing including electronics, imaging, energy, automotive and chemicals. Plan, create, execute and evaluate successful internal and external communications programs in both large and small company environments. Apply corporate priorities, strategy and branding to effectively manage product launches, digital strategy, multilingual websites, tradeshow, social media and a full spectrum of marketing collateral. Superb creative, analytical and project management skills. Outstanding writer, conveying highly complex subjects with stories that are clear, concise and compelling. Motivate and lead cross-functional teams and external vendors to achieve exceptional results. Effective collaborator with Engineering, Sales and Product Management.

EXPERIENCE Technology Marketing Consultant and Copywriter 2009-2016, 2018-present

- *Fujinon*: Wrote dozens of press releases and case studies for their professional optical devices.
- *Samsung*: Wrote technical and marketing web content, white papers, ads and POP materials.
- *Sony*: Wrote print advertising to help launch Sony's new line of professional video projectors.
- *Sharp*: Wrote videos introducing Sharp's Smart TVs at the Consumer Electronics Show.
- *Magenta Research*: Developed global market analysis, branding, strategic marketing plan, budget and management metrics for Magenta's audio/video switching and distribution products. Wrote numerous press releases and established relationships with key print and online editors. Directed website upgrade, social media, tradeshow, content marketing and demand generation efforts.
- *MicroPowders Inc*: Consulted on media and PR plans, branding, social media and a strategic website update for this specialty chemical supplier to the coatings and personal care industries.
- Additional technology clients include: *Ricoh, International Datacasting, Vizrt, T-VIPS, FOR-A, TVU Networks, Digital Nirvana, Irdeto, Insight Media Consulting, Qube Cinema, Sun Farm Solar, Digital Cinema Report, IndieFilm 3D and the Blue Book Construction Network.*

Senior Manager of Marketing Communications 2016-2018

OSRAM Lighting Solutions, Wilmington MA / Munich, Germany *Lighting products and services*

- Drove North American marketing strategy for OSRAM's Sylvania Lighting Solutions and Traxon Technologies divisions, including major rebranding, vertical market targeting, content marketing plan, demand generation and increased employee engagement through multiple platforms.
- Wrote the entire new OSRAM North American website, sourced images and managed the complex process of bringing it online. Worked closely with digital agencies and content management teams in the U.S., Germany and China. Overcame numerous technical, legal and organizational challenges to launch the site on time and within a tight budget.
- Partnered with the U.S. and Germany executive leadership teams to craft financial, branding and policy communications for a wide range of stakeholders, detailing a highly complicated carve-out of the Sylvania brand and a series of strategic corporate mergers and acquisitions.
- Wrote, produced and distributed case studies, social media, press releases, internal communications, multilingual capabilities brochures, sales presentations and bylined articles.
- Proficient in Microsoft Office, Adobe Creative Suite, Salesforce CRM, Google and Facebook Analytics, Google Ads, Marketo marketing automation, Drupal and FirstSpirit web CMS platforms.

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EXPERIENCE Manager of Strategic Marketing Communications 2002-2009

continued

Sharp Electronics, Mahwah NJ / Osaka, Japan *Solar energy and consumer electronics*

- Directed North American branding, advertising, collateral, web and social media initiatives, working closely with Product Marketing, Sales, Legal, Finance, HR and Engineering teams.
- Managed market research, branding and dealer support for the launch of Sharp Solar in North America, an effort crucial to achieving the #1 U.S. market share within 18 months.
- Developed Environmental Communications program to ensure strategic alignment of messaging for energy-saving products, environmental stewardship and sustainable business operations.
- Produced and co-wrote a 30-minute direct response television program with multilingual e-commerce site under tight deadlines, tight budgets and stringent legal requirements.
- Created internal communications programs reaching 4,000 U.S. and 55,000 global employees, including weekly intranet push communications, digital signage, quarterly employee webcasts, executive presentations and team-building special events.
- Wrote chairman's letters and speeches, created presentations of corporate performance and earnings data, and produced a series of employee videos featuring the executive leadership team.

Director of Marketing 1999-2002

Crestron Electronics, Rockleigh NJ *Audio/video/internet connectivity and control systems*

- Planned, coordinated and implemented global website, advertising, public relations and tradeshow efforts, wrote all company collateral, and managed a marketing team of seven.
- Executed product launches in the B2B and B2C markets, generating enormous media attention, winning ten major industry awards and reinvigorating the entire Crestron brand.
- Worked closely with global distributors in the North America, Europe and Asia Pacific markets.
- Established product positioning/creative strategy, developed media plans and controlled budgets.
- Efforts drove increased overall sales of 400% and consumer sales of 900% from 1999 to 2002.

EDUCATION Postgraduate Study in Business Administration

University of Michigan, Ross School of Business, Ann Arbor MI

- MBA curriculum with concentration in Marketing and Communications

BA with High Honors

Case Western Reserve University, Cleveland OH

- Major in Natural Sciences, emphasizing physics, chemistry, biology and electrical engineering
- Minors in Math and Russian, with additional concentration in theater and film studies
- Earned *Case Alumni Scholarship* and *National Merit Scholarship*, both four-year academic awards

Certified Technology Specialist

InfoComm International / AVIXA, Fairfax VA

- Professional certification in design, technology and marketing of audio/video/control systems

AWARDS

- *Top Marketer Award* from PresentationMaster for AV industry's most effective marketing program
- *Dealership of the Year* from InfoComm for top AV dealer marketing program worldwide
- *Direct Response Award* from Sales & Marketing Management for the year's top ad response
- *Bronze Quill* from International Association of Business Communicators for outstanding newsletter