

## **Tony Thomas**

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## **Writer/Content Creator/Marketing Specialist**

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### **Career Summary**

Professional writer with many years of experience contributing dozens of articles to local, national, and international publications. Advertising/marketing executive and consultant to advertising agencies and large and small companies in numerous industries including electronics, fast food, banking, telecommunications, and transportation. Technical sales and marketing specialist in industries including industrial and consumer electronics, computer technology, and digital document solutions. Blogger with over 350K international page views. Published author with three titles available on Amazon, Nook, Apple Books, and Kobo.

### **Core Competencies**

- Technical Writing
- Marketing Copywriting
- Content Creation
- Photography
- MS Windows/Chrome OS/Linux/iOS
- Xara/Corel Draw/Photoshop
- Press Releases/Publicity
- Magazine Article Writing
- Graphic Design
- Editing/Proofreading
- Word/Excel/Outlook/PowerPoint
- Salesforce/Siebel/BPCS/MAS90

## **Employment History**

### **Tech Sales & Support Engineer**    *Newark Electronics*    2013-2018

- Delivered telephone and live chat support to electronic design engineers, MRO professionals and consumers.
- Provided training on embedded systems to the sales and customer support teams.
- Created outbound email campaigns that delivered substantial software sales growth.
- Contributed content to the website and edited collateral materials.
- Global champion for key product lines including NXP, Atmel, and Cypress.

### **Business Development Specialist**    *Newark Electronics*    2008-2013

- Provided account management/account service/account growth/development.
- Sustained customer satisfaction through the management of complex customer issues involving internal customers, vendors, and a diverse mix of industrial and electronic design customers.
- Received several awards for sales performance and customer service.

### **Freelance Writer/Marketing Consultant**

- Writer for Mix, Electronic Musician, Recording, Recording Engineer/Producer, AV/Video, Roland Users Group, Millimeter, Cleveland Scene, and more.
- Advertising/marketing clients include McDonald's, Grumman Flxible, Greater Cleveland RTA, World Airways, Plantronics, SP Communications (Sprint), WDOK, Group IV Recording, Norstan, Roland, and Kawai America.

## **Education**

- Compton College: Business and Marketing major. 4.0 GPA
- Cleveland Advertising Club: Advertising (cum laude)/Public Relations/Broadcasting programs.
- Ohio School of Broadcasting: Broadcast Announcing/Engineering programs.

## **Licenses**

- FCC General Class Commercial Radiotelephone License
- FCC General Class Amateur License