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SUMMARY OF QUALIFICATIONS

- **Strategic communicator** — Develops effective integrated marketing communications strategies for business technology companies ranging in size from stealth startups to global public enterprises.
- **Results-driven leader** — Excels at building and managing small teams to execute on strategy; adept at identifying and leveraging individual strengths within a team structure to achieve success.
- **Creative storyteller** — Ensures maximum impact by marrying domain expertise and strong writing to create compelling stories that convey brand identity and core value propositions.
- **Established media relationships** — Secures briefings and coverage from journalists in major media outlets such as *New York Times*, *Wall Street Journal*, *CNN*, *BBC*, *The Guardian*, *Forbes*, *USA Today*, *The Information*, *Los Angeles Times*, *The Economist*, *WIRED*, *Financial Times*, *Bloomberg*, *VentureBeat*, *Quartz*, *CNBC*, *Buzzfeed*, *TechCrunch*, *Business Insider*, *Informationweek*, *Computerworld*, *PCWorld*, and many more.

PROFESSIONAL EXPERIENCE

Aaron Endré ✕ **Marketing Communications**
Founder

San Francisco, California
2013 – Present

A full-service firm that specializes in creating and executing on integrated marketing communications strategies for early and growth-stage B2B and enterprise startups

- Works directly with founders and chief marketing staff to build end-to-end marketing programs focused on driving inbound leads and enhancing brand equity through content creation and strategic media relations across digital, print, broadcast, in-person events, and social.
- Collaborates with company leadership to develop company and product messaging and positioning—as well as elements of brand identity—from scratch.
- Serves as chief liaison and spokesperson to media and analysts and works to cultivate an ongoing bidirectional conversation with media in order to foster strong relationships.
- Manages all media announcements and communications deliverables related to product launches, funding, partnerships, acquisitions, statements, research reports, award wins, and more.
- Skilled at utilizing research and analysis-driven data PR and at rapidly executing on newsjacking strategies that capitalize on timely and newsworthy events.
- Client highlights include notable acquisitions and significant growth and fundraising successes totaling hundreds of millions of dollars in investment: **Onavo** (acq. Facebook), **TechValidate** (acq. SurveyMonkey), **Apiary** (acq. Oracle), **7Park Data**, **Sapho**, **Seneca Systems**, **Scandit**, **Siftery**, **Skimlinks**, **Helpshift**, **Signpost**, **Telerivet**, **Infer**, **Inversoft**, **Outreach.io**, **Import.io**, **1-Page**

Huddle
Public Relations Manager, United States

San Francisco, California
2012 – 2013

- Led marketing communications activities in the United States as part of a global marketing team at a rapidly expanding enterprise and government-focused cloud content management startup.
- Fostered relationships with relevant media and analysts resulting in hundreds of pieces of coverage across top-tier technology, business, and vertical press.
- Developed company and product messaging and positioning; created all internal and external communications documents and collateral.

Bhava Communications
Senior Account Manager

Berkeley, California
2009 – 2012

- Helped to launch and grow a boutique PR agency with two people and one client to a fifteen-person, multi-award-winning agency with more than ten clients and upwards of \$2M in annual revenue (as of 2012; the agency has grown further).
- Conceived and executed award-winning integrated marketing campaigns; client deliverables included PR and marketing plans, messaging and positioning plans, social media plans, marketplace audits, share of voice reports, press releases, marketing collateral, white papers, contributed content, videos, case studies, websites, advertisements, editorial, surveys, and more.
- Client highlights: **IBM** (NYSE: IBM), **Cloudera**, **Drobo**, **Overland Storage** (Nasdaq: OVRL), **Pure Storage** (NYSE: PSTG), **Atempo** (acq. AGS), **ionGrid** (acq. NetApp).

Trainer Communications
Account Coordinator

Pleasanton, California
2009

- Served as main point of client contact on key public relations and strategic marketing accounts for all communications deliverables.
- Client highlights: **Panasas**, **Data Robotics**, **OnStor** (acq. LSI).

SalesPage Technologies
Business Development Associate

Kalamazoo, Michigan
2008 – 2009

- Delivered qualified leads to senior sales executives by conducting lead generation, lead nurturing, and inside sales activities for an enterprise CRM solution provider.

EDUCATION

Kalamazoo College
B.A. International Economics and Business

Kalamazoo, Michigan
2004 – 2008

- Focused on international trade and commerce; published creative writing and poetry.