

Technical Data Sheet

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Now companies with technical products and services can quickly find marketing support that drives sales results.



Hire Phil Herold any time you need writing and creative services that don't merely inform, but drive the purchase decision.

Phil's marketing savvy and creative flair have been developed through more than 15 years of experience with one of the Northwest's most successful strategic communications firms.

Capabilities include:

- Full sales cycle support
- Understanding of key business issues, and the know-how to drive them through creative executions
- Proven ability to come up to speed quickly on technologies, markets and audiences
- Understanding of the unique needs of diverse audiences including end-users, internal audiences, sales forces and channel sales partners

For more information including an online portfolio or private showing of relevant work samples, contact:
phil@techmarketingwriter.com
www.techmarketingwriter.com
or call (206) 542-1232.

Specifications

Applications	Marketing writing and concepting anywhere technical subject matter and issues need to be communicated, in order to achieve business outcomes <ul style="list-style-type: none"> • Medical devices • Information technology products and services • Scientific/engineering products and services • Hardware and software
Bandwidth	Infinite, for understanding technical subject matter
Compatibility	Easygoing and fun to work with, for seamless integration with any human environment
Input	Interfaces with: <ul style="list-style-type: none"> • Engineers • Medical professionals • Scientists • Network professionals • Computer programmers • Marcom managers
Output	<ul style="list-style-type: none"> • Advertising • Product brochures • Data sheets • Tutorials • Case histories • Sales force and trade show presentations • Direct mail • Web sites • White papers • Patient ed materials • Video scripts
Output Power	At a level of communication appropriate for each audience
Driver Support	Full support for key business drivers across the sales cycle, from generating qualified leads to driving purchase decision to fostering customer loyalty
Certifications	Produced work for DTM Corporation, Intermec, Check Point, Microsoft, Verilink, Quintessent, OrCAD, Siemens Quantum, Tektronix, etc.

15+ years experience as a writer/producer at Brems Eastman & Partners, a strategic communications firm specializing in medical, high technology and business-to-business advertising and marketing

B.A. in Communications
University of Washington