

Tony Thomas

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Career Summary

Tech Support Engineer, Business Development Specialist, Technical Writer, Content Creator, Copywriter, Editorial Writer, Advertising/Marketing Consultant, Broadcaster.

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.

Inside Sales & Customer Service *Newark Electronics* 1998-2013

- 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 Writing

- Contributing Editor to Mix Magazine. Electronics Editor for Cleveland Scene. Editorial contributor to Electronic Musician, Recording, Recording Engineer/Producer, AV/Video, Roland Users Group, Millimeter, and more.

Advertising/Marketing

- Advertising/marketing clients include McDonald's, Grumman Flexible, Greater Cleveland RTA, World Airways, Plantronics, SP Communications (Sprint), WDOK, Group IV Recording, Norstan, Roland, and Kawai America.

Broadcaster

WDOK/Cleveland, WERE/Cleveland, WQAL (Q104)/Cleveland, KBRT/Los Angeles, KTYM/Los Angeles. and WRUW/Cleveland, Internet Radio DAER, Legato Cafe.

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 & Amateur Licenses