

John Patrick Hyde

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Marketing Leadership

Strategic marketing leader with 10+ years experience: delivering campaigns and programs that generate leads and support sales; driving corporate messaging and managing the brand; demonstrating insight and creativity in social media and viral marketing; implementing processes that reduced costs and increased efficiency; and leading a team with a reputation for delivering high-quality, innovative projects that meet client requirements – on time and within budget.

Professional Experience

BRANDING AND COMMUNICATIONS CONSULTANT

Feb 2009 – present. Clients include Open Text, Hydrant, Taproot Foundation, and United Way.

Helping companies discover and articulate their core message, competitive position, and brand attributes. Communicating messages through a variety of vehicles, including websites, advertising, presentations, product collateral, and social media.

- Open Text: Engaged to lead a branding effort that included key messaging, a new visual identity, and a collateral refresh.
- Rewrote the company's corporate identity, projecting a more confident, more focused, and more customer-centric company ready to move beyond the \$1B plateau.
- Managed process of creating a new messaging framework and wrote a number of white papers and executive briefs that articulated the company's product strategy.
- Advised marcom director on her team's organizational structure and how to define, improve, and implement collateral processes.
- Hydrant: Wrote several video scripts for the agency's clients in security software and financial services, helping clients differentiate themselves from their competition.
- United Way California Capital Region: Conceived and currently executing a new social media campaign to drive web traffic and awareness.
- Taproot: Currently driving a new brand strategy for a Bay Area nonprofit with 34,000 clients and \$10B budget.
- Leading primary research and interviews with nonprofit's key stakeholders, with goal of creating and delivering brand analysis and recommendations within 6 months.

McAFEE, INC.

Apr 2009 – Oct 2009. Sr. Verbal Brand Manager.

The world's largest dedicated security technology company, with a customer base ranging from consumers to the global organizations. 4,000 employees. Silicon Valley.

- Hired to oversee a team of writers and ensure their alignment with brand standards.
- Drove consistency in the brand voice for marketing communications, including, advertising, e-marketing, and collateral for consumers, enterprise customers, employees, and partners.

EMC / DOCUMENTUM

EMC: Dec 2003 – Dec 2009. Sr. Manager, Marketing Communications. Technology leader in information management with 35,000 employees, \$15B revenue.

DOCUMENTUM: Feb 2000 – Dec 2003. Manager, Marketing Communications. Midsize software company and category leader. 1,000 employees. Acquired by EMC in December 2003.

- Achieved leadership position in marketing: promoted numerous times from writer to project manager to head of marketing communications team after demonstrating exceptional marketing expertise, writing ability, and project management.
- Recognized as an outstanding marketer – as measured by having received the company's Pinnacle Award for marketing innovation 6 times since its inception, more than anyone else in the department.
- Managed and nurtured a high-performing, highly respected marketing communications team, building it from 2 direct reports to 7. Led team through several challenging transitions, including layoffs, while retaining key employees and hiring new team members.
- Strategically reinvented team as an internal "creative agency," expanding client base from one primary group (product marketing) to many, including field marketing, events, programs, partner marketing, e-marketing, and customer reference.
- More than doubled team productivity. Cut project delivery from weeks to days. Undertook talent assessment, releasing low-performing employees and hiring high-caliber performers.
- Planned and implemented a highly organized, efficient collateral production process and content management system that leveraged the company's own products, ensured accuracy, and improved on-time delivery. Reduced publishing time from days to minutes.
- Created self-service, print-on-demand system that redirected costs to groups requesting printed materials. Saved the marketing department over \$100,000 per year.
- Developed and managed brand for annual user conference along with targeted direct communications to thousands of customers. Guided team of internal resources and external agencies to develop promotional materials, booth properties, signage, and onsite guides.
- Enabled HR to increase employee referrals by developing a recruiting and referral campaign that drove a 30% spike in new job hires.
- Took leadership role in brand management. Educated vendors on correct branding to ensure consistency in style, tone, and message. Developed brand guidelines and informational materials for employees joining EMC.
- Personally raised \$10,000 as part of a corporate fundraising effort to benefit a local Boston charity, exceeding goals by 100% and contributing to company's positive community image.
- Created, implemented, and followed through on an individual development plan that included numerous internal and external classes on leadership, management, marketing, and HR. Demonstrated ongoing personal commitment to increasing expertise and knowledge in all aspects of marketing, including social media, to provide greater value to my employer.

Education and Continuing Development

- UC Berkeley: Bachelor's Degree, 1993, English Literature
- CSU Sacramento: Post-Graduate Work in English Literature, 1996 – 1998
- UC Davis Extension: Professional Certificate Courses in Marketing, 2006 – Present, with courses in Media Relations, Public Relations, Integrated Marketing, Strategic Branding
- UC Davis Extension: Management Development Program, 2007
- UC Davis Extension: Principles of Human Resources Management, 2008
- EMCU: Numerous classes in Situational Leadership, Project Management, Managing Virtual and Remote Teams, Employee Development, Six Sigma, and others

Recommendations

Below are excerpts of recommendations from LinkedIn. Contact information for these references is available on request. To read the complete versions, including others not listed here, please visit: <http://www.linkedin.com/in/johnhyde>

"John is one of the best creative services people out there. He has a tremendous eye for good design, and shows great creativity in developing new directions and looks. John is incredibly responsible, always delivers on time, on budget and usually exceeds expectations. And perhaps most importantly, John is a pleasure to work with." *Whitney Tidmarsh, Chief Marketing Officer, CMA Division, EMC*

"John truly never fails to amaze. I've worked with a lot of writers over the years, none of whom had his combination of style, speed, and versatility in writing." *Debra Sommerfield, Sr. Marcom Mgr, Documentum*

"John is an excellent, customer service-oriented manager with a great eye for detail in the written word. He is reliable and highly knowledgeable about technology and marketing services. I highly recommend John as a strong team lead or a self-motivated, effective independent contributor." *Linda Christensen, Director, Channel Marketing, EMC*

"John has a wonderful ability for turning good ideas into great communications. John's creativity, collaborative skills, team leadership and attention to detail have resulted in compelling materials for which we're all proud." *Gregory Kosinski, Director, Product Marketing, EMC*

"John brings both domain knowledge of creative practices and tools and business acumen on how creative services plays a powerful role in marketing and sales. This balance helped John navigate priorities and deliver some real breakthrough creative." *Greg Dierickse, Senior Marketing Manager, EMC*

"John is a strong leader who is reliable, knowledgeable and takes pride in developing a high-performing and respected team. He adds energy, creativity and a standard for excellence as a writer, communicator and team leader." *Judi Tracy, Sr. Manager, Rich Media/Web Events, EMC*

"John is a strong and passionate team leader and a very adept, insightful professional ... He has evolved his team into a high performing, full-service, customer-centric operation that always delivers the highest quality, on-time, every time." *Kristina Lumsden, Sr. Marketing Manager, EMC*

"John is an exceptional marketing talent ... He is innovative, creative, and able to manage a high performing marketing team while maintaining an incredibly positive attitude and understanding the business drivers." *Andrew Lickly, Product Marketing Backup Recovery and Archiving, EMC*

"John is one of the hardest working people I've had the pleasure to work with and is always willing to help get projects done on time." *Phil Sheats, Marketing Program Manager, EMC*

"John is an exceptional manager of creative content. I was proud to have been a part of his projects. He has a good eye for creative content and a great style in pulling a team together." *Nicholas Drake, Marketing Communications Manager, EMC Document Sciences*

"It was always a pleasure to work with [John] or any member of his team, his suggestions were valuable and every project was completed on time and of impeccable quality." *Patricia Anderson, Sr. Marketing Manager, EMC*

"I always enjoyed interacting with John because he was not only professional and insightful, but always had a great sense of humor too." *Laura Lewis, Events Manager, EMC*

"John worked hard at being a good manager, and was probably the best manager I've had ... John is an excellent writer and creative thinker, and was the driving force behind many successful projects. John's talent and personality make him an easy fit for just about any company." *Katherine Seppi, project manager/copy editor, EMC*

"Working for John is an absolute privilege. He is dedicated to producing quality work, and takes significant interest in the personal growth for those who work for him." *Tom Turpel, Project Manager, EMC*

"I can honestly say that [John] has been my best manager. He expected a lot out of me and always put me in a position to do my best work. I believe he truly cared about me and my career development." *Mike Hentz, Art Director, EMC*