

Sean Paprocki

2019

Profile

Proven self-starter with an eye for detail and extensive experience in traditional and digital marketing utilizing a wide range of skills, creativity, and tactics.

Career

Sr. MARCOM & Project Manager

TimberRock Consulting | 2015 to Present

Created corporate brand strategy and marketing communications from the ground up, including TimberRock websites, logos, infographics, literature, videos and social media. Provide consultation and asset creation services for Fortune 500 companies, including:

- Royal Dutch Shell (Shell Energy North America)
- General Motors

Marketing & IT Manager

Topsider Homes | 2018

Focused on improving website SEO & SERP through implementation schema.org (JSON-LD & Microdata). Asset creation included brochures, newsletters, email campaigns, social media posts, and IT support for office.

Corporate MARCOM Specialist

Sensata Technologies | 2000 to 2014

Started career as a technical sales engineer with customer service, CRM management, sales territory responsibility, training development, and trade show management.

Expanded skills and responsibilities into the only Corporate Marketing Communications Specialist for this \$1B+ manufacturing company. Brand management of:

- Airpax
- Dimensions
- E-Plex
- Klixon
- Sensata

Contact

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Education

MS in Marketing

Southern New Hampshire University
2017 to 2019

BS in Mechanical Engineering

Virginia Tech
1995 to 2000

Accolades

SNHU Outstanding Student Award

Highest GPA (4.0) for MS in Marketing

Engineering CO-OP

TRW Automotive

Expertise

Adobe Creative Suite & Affinity Designer

Microsoft Office & iWork Suite

Traditional & Digital Asset Creation:

- Graphic & Web Design, SEO
- Photography, Voiceover & Video
- Email & Social Media Campaigns

Trade Show & Event Management

Technical Sales, Customer Care & CRM