

JOHN HYDE

Owner: Bullet Consulting

530-400-4005

john@bullet-consulting.com

LinkedIn: <https://www.linkedin.com/in/johnhyde>

MARKETING & BUSINESS CONSULTANT

Proven leader and entrepreneur with more than 20 years of marketing expertise, helping employers and clients:

- Conceive and execute marketing strategy
- Develop branding and visual identity
- Articulate core messaging to key audiences
- Create a strong online presence through websites and social media
- Build awareness through traditional and digital channels
- Create consumer and B2B marketing campaigns
- Manage press and media relations and crisis communications
- Handle every aspect of corporate events from start to finish
- Tell client stories through case studies, white papers, and other collateral
- Lead teams of internal and external resources to meet project requirements and deadlines

BULLET CONSULTING

www.bullet-consulting.com

2009 – present. Founder and owner.

Bullet Consulting is a consulting agency that helps clients achieve business goals through strategic marketing. Services include marketing communications, web and content strategy, visual identity, branding, and corporate events. Industry expertise in B2B high tech, consumer technology, financial services, and food & wine.

Below is a select list of organizations consulted with. References available on request.

TECHNOLOGY



Twitter: www.twitter.com (2018 – 2019)

- Led content strategy for an employee intranet called “Birdhouse”
- Wrote and reviewed copy and managed page/content creation in Adobe Experience Manager (AEM)
- Supported agency of record in SF, which owns the client relationship



Salesforce: www.salesforce.com (2016 – 2019)

- Wrote all web copy as the principal copywriter for the Platform marketing group, along with other digital assets
- Wrote copy and develop web content strategy for Salesforce Academic Alliance
- Worked on a number of marketing assets for Salesforce’s cloud services team, including brochures, banners, ebooks, and Success Plans



Logitech: www.logitech.com (2015 – present)

- Wrote all of the web copy for Logitech’s video collaboration product line: <http://www.logitech.com/en-us/video-collaboration>
- Supported agency of record in SF, which owns the client relationship



OpenText: www.opentext.com (2010 – present)

- Wrote copy for dozens of marketing projects since 2010, including datasheets, case studies, video scripts, email campaigns, and web pages in support of product launches, rebranding, or lead generation
- Wrote numerous whitepapers to support product marketing and field marketing



Citrix: www.citrix.com (2010 – 2011)

- Created visual identity and branding for Citrix Startup Accelerator, a startup investment lab
- Designed and developed a WordPress website for the Startup Accelerator
- Created naming, visual identity, brochures, and other print and online materials for the Citrix customer reference program
- Designed and wrote copy for the Citrix annual brochure



Chevron: www.chevron.com (2019)

- Wrote web copy for the Chevron “Doers” campaign
- Supported agency of record in SF, which owns the client relationship



Dell EMC: www.emc.com (2015 – present/2017)

- Wrote 20-page thought leadership whitepaper on digital transformation
- Created numerous blog posts and email campaigns to support partner marketing
- Supported a new product launch with product messaging, web copy, video scripts, blog posts, collateral, case studies, social media posts, and event copy



Synopsys: www.synopsys.com (2016)

- Developed content strategy and assisted with wireframing and information architecture for the new Synopsys website; also wrote copy for a few key pages on the site
- Supported agency of record in SF, which owned the client relationship



Matrixx Software: www.matrixx.com (2011 – 2014)

- Developed several highly technical product-focused whitepapers
- Designed and wrote copy for corporate brochure and other high-impact brochures
- Designed numerous marketing assets, including business cards and collateral
- Assisted with design and copy for email marketing campaigns



Nexenta: www.nexenta.com (2015 - 2016)

- Wrote several bylined articles and opinion pieces for publication on Wired, CIO Review, Information Management, and other online sites
- Supported agency of record in SF, which owned the client relationship

FINANCIAL SERVICES



MUFG: www.mufgamericas.com (2016 – 2018)

- Wrote copy for every key page on MUFG’s forthcoming website (currently in process)
- Supported agency of record in SF, which owns the client relationship



Eaton Vance: www.eatonvance.com (2014)

- Developed content strategy and assisted with nomenclature
- Supported agency of record in SF, which owned the client relationship



Franklin Templeton: www.franklintempleton.com (2011 – 2012)

- Developed content strategy and assisted with nomenclature for the Retirement section of Franklin Templeton’s website
- Supported agency of record in SF, which owned the client relationship



Financial Engines: www.financialengines.com (2010)

- Wrote script for a video articulating the company’s value proposition
- Supported agency of record in SF, which owned the client relationship



Income&: www.incomeand.com (2017)

- Collaborated on content strategy and wrote all of the copy for the Income& website
- Supported agency of record in SF, which owned the client relationship

WINE INDUSTRY



Lake County Winegrape Commission: www.lakecountywinegrape.org (2013 – present)

- Designed and developed Commission’s extensive website
- Developed and managed media relations and national advertising campaigns
- Planned and executed major industry wine symposium and consumer event
- Currently developing regional messaging and branding for Lake County wine growers
- Designed, wrote, and executed monthly email newsletter in Constant Contact



#LakeCountyRising: www.lakecountyrising.org (2015 – 2016)

- Developed visual identity
- Designed and developed website on Squarespace
- Developed and managed key messaging, public relations and social media campaigns, and other marketing activities, which helped raise over \$1 million for fire relief



Harney Lane Winery: www.harneylane.com (2014 – present)

- Designed and developed WordPress website, launched August 2017
- Worked with e-commerce developer to provide integration with VinNOW platform
- Later replaced the VinNOW platform with WineDirect



Wine on 49: www.wineon49.com (2014 – 2015)

- Developed name, visual identity, branding, and messaging for this winery association in the Sierra foothills of California
- Created shelf-talkers and other promotional materials
- Led PR campaign to introduce new brand to key influencers in the media (wine writers, journalists, and bloggers) and advised on invite-only media event



Liquid Sky Vineyards: www.lsvwines.com (2013 – present)

- Designed, developed, and maintained WordPress website
- Integrated the website with Vinespring, a winery-specific e-commerce platform



Perry Creek Winery: www.perrycreek.com (2015)

- Designed and developed website using Vin65, a winery-specific CMS with built in e-commerce and POS

OTHER



North American Veterinary Regenerative Medicine Association: www.navrma.org (2010 – present)

- Developed visual identity
- Designed and developed WordPress website
- Organized, managed, and executed on every aspect of NAVRMA's 2016, 2018, and 2019 conferences, including planning, promotion, email marketing, attendee registration, speaker management, sponsorship, venue and onsite management, food & bev, website, and budget; helped ensure revenue and expense requirements were met



Brown & Toland: www.brownandtoland.com (2013 – 2014)

- Developed content strategy and led nomenclature for new Brown & Toland website
- Created user guide for Brown & Toland employees who create content for the site
- Supported agency of record in SF, which owned the client relationship



De Vere's: www.deverespub.com (2014 – 2015)

- Created promotional campaign for Costco gift cards
- Hired and directed photographer to support client's advertising and promotional needs

PRIOR MARKETING EXPERIENCE

MCAFEE, INC.

Sr. Verbal Brand Manager and Lead Copywriter (Apr 2009 – Oct 2009)

- Responsible for overseeing a team of writers and ensuring alignment with brand standards.
- Wrote a number of new collateral pieces requested by product marketing and sales to use with customers to inform, generate awareness, drive leads, and build the business case.
- Drove consistency in the brand voice for marketing communications, including, advertising, e-marketing, and collateral for consumers, enterprise customers, employees, and partners.

DOCUMENTUM / EMC

Sr. Manager, Marketing Communications (Feb 2000 – Dec 2008)

- 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.
- Received the company's Pinnacle Award for marketing innovation 6 times since its inception, more than anyone else in the department.
- Developed 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.

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