

SEAN PAPROCKI

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An experienced, qualified and motivated team player who excels at traditional and digital marketing with an emphasis on technical sales. Expertise include development and management of brand strategy, website & SEO, marketing collateral, social media & email marketing campaigns, customer service, and trade show logistics.



MARKETING MANAGER TOPSIDER HOMES

Clemmons NC
Apr to May 2018

Focus on improving website SEO and SERP through addition of schema.org (JSON-LD & microdata). Graphic, web, and printed collateral development work, newsletter (email campaign), website and sales analytics. Provided onsite IT support as needed.

SR. MARCOM & PROJECT MANAGER TIMBERROCK ADVANCED ENERGY

Lexington NC (remote)
2015 - 2018

Designed and developed brand strategy and marketing communications from the ground up. Reporting directly to the Owner & CEO, designed and implemented company websites, logos, infographics, literature and social media. Project manager and technical support of home automation equipment.

CORPORATE MARCOM SPECIALIST SENSATA TECHNOLOGIES

Attleboro MA
2000 - 2014

Created and managed corporate marketing communications for multiple brands for a \$1B+ company. Lead roles in trade show logistics and training development. Advocate for SEO and email marketing campaigns. Technical sales experience with CRM and territory responsibility.



SNHU 2017 - 2019

Masters in Marketing, New Media & Communications (in-progress)
4.0 GPA after 5 courses completed

VIRGINIA TECH 1995 - 2000

B.S. in Mechanical Engineering (3.5 years)
Engineering Co-Op, TRW Automotive (1.5 years)



SKILLS & SOFTWARE

Web Design, SEO, Schema.org
Collateral & Graphic Creation
Email & Social Media Marketing
Trade Show & Event Management

Google Analytics
Microsoft Office
Adobe CS & Affinity Designer
iMovie & Adobe Animation