

LORY LEMPA

Technical Marketing Engineer

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123 Maple Street, St. Louis, MO 63101



PROFILE

Technical Marketing Engineer with 2 years of experience in developing and promoting technology solutions, conducting product demonstrations, and creating technical content. Adept at collaborating with cross-functional teams, analyzing market trends, and driving customer engagement. Demonstrates strong communication and problem-solving skills to enhance product visibility and support business growth.

LINKS

[linkedin.com/in/lorylempa](https://www.linkedin.com/in/lorylempa)

SKILLS

SEO Optimization

Google Analytics

Salesforce CRM

Marketo Automation

Python Programming

Tableau Visualization

A/B Testing

LANGUAGES

English

Bengali

HOBBIES

3D printing and prototyping

EMPLOYMENT HISTORY

● Technical Marketing Engineer at Cognizant Technology Solutions, MO

Feb 2023 - Present

- Successfully led the development and launch of a new software product, resulting in a 25% increase in sales revenue within the first year.
- Implemented an innovative marketing campaign that increased product awareness by 40% and generated a 20% growth in customer inquiries.
- Streamlined the technical documentation process, reducing production time by 30% and improving overall content quality.
- Developed a series of training materials and workshops, leading to a 15% increase in team efficiency and a 10% reduction in support-related costs.

● Associate Technical Marketing Engineer at Cisco Systems, MO

Aug 2021 - Jan 2023

- Led a team that successfully launched a new networking product line, resulting in a 25% increase in sales for Cisco Systems in the Missouri region within the first year of release.
- Developed and delivered 50+ technical presentations and product demonstrations to clients, leading to the acquisition of 10 major enterprise customers and contributing to a 15% growth in market share.
- Streamlined internal processes by creating a comprehensive knowledge base for the technical marketing team, reducing average response time for client inquiries by 40% and increasing overall customer satisfaction by 20%.

EDUCATION

Bachelor of Science in Engineering and Marketing at Missouri University of Science and Technology, Rolla, MO

Aug 2017 - May 2021

Relevant Coursework: Engineering Design, Materials Science, Thermodynamics, Fluid Mechanics, Marketing Principles, Consumer Behavior, Market Research, and Digital Marketing Strategies.

CERTIFICATES

Technical Marketing Engineer Certification (TMEC)

Jun 2022

Google Analytics Individual Qualification (GAIQ)

Nov 2020