

# Vince Bafetti

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## PROFILE

Communicator who uses his engineering background to bridge the gap between technical and non-technical audiences. Writing for public relations, advertising, marketing. Technical training. Technical recruiting.

## PROFESSIONAL EXPERIENCE

**HIGHLAND TECHNOLOGY**, San Francisco, CA

### **Technical Sales & Marketing Engineer, 2003**

Performed all sales and marketing functions for 20-person scientific instrument manufacturer. Wrote press releases, created product photos, and distributed PR to media. Designed ads and planned media buys in technical journals, magazines, and buyers' guides. Designed and wrote product datasheets. Developed editorial contacts in technical media. Maintained web site. Created Google AdWords campaign. Wrote new product proposals for key customers. Provided applications engineering support. Managed ACT! database.

## SELF-EMPLOYED TECHNICAL CONSULTANT

### **Technical Writing for Business Analysis, Training, and Marketing, 1999-2001**

Client Analyst, *TechPartners International, San Francisco, CA*

Increased recruiter productivity with Client Analysis document and presentation educating recruiters at start of each project. Interviewed company officers and hiring managers, researched market and technology. Wrote Client Analysis containing: corporate background; overview of marketplace and relevant technologies; client's positioning and prospects; job specifications; how to sell candidates to hiring managers; list of companies from which to recruit; sales pitches to use in cold-calling candidates.

Technical Writer, *Bang Networks, San Francisco, CA*

Interviewed developers to update API documentation for network infrastructure service. Worked with product marketing manager to update overview document. Created technical marketing collateral for product and underlying technology. Interviewed Chief Technology Officer and President to create positioning message. Worked with product marketing manager to create marketing collateral aimed separately at developers and decision makers.

Technical Writer, *MOTO Development Group, San Francisco, CA*

Wrote a white paper on their theme of "Technology Is Content." Interviewed company officers and senior staff, researched business literature on the "experience economy," created positioning statement and detailed case studies.

Technical Trainer, *TechPartners International, San Francisco, CA*

Educated recruiters with training seminars on: The History of the Internet, Web Technologies, Network Engineering, Broadband, Open-Source Software, Software Quality Assurance, E-Business, Internet Business Models. Developed and conducted small group, hands-on training in Advanced Internet Search Techniques. Trained new recruiters and consulted on job specs and search strategy.

### **Independent Technical Recruiter, 1999-2000**

Searches included: Chief Technology Officer, Engineering Manager. Project Managers, Software Engineers, Mechanical Engineers, Electrical Engineers, QA Engineers.

## ELECTRONIC SYSTEMS DESIGN ENGINEER, 1993-2002

For project details, see <http://www.vincetronics.com>.

## EDUCATION

**University of California at Berkeley**

Bachelor of Science, Electrical Engineering and Computer Science

## COMPUTER AND TECHNICAL SKILLS

### **Core Competence**

Technical writing  
Technical marketing  
Internet Technologies

### **Graphics/Web Design Tools**

Illustrator, Photoshop  
GoLive, FrontPage

### **Productivity Applications**

Word, PowerPoint, Excel,  
Project, Outlook, ACT!