

Martin Edic: Narrative Resume

Tags: *Marketing Communications, Marketing Management, Strategy, Software, Business To Business, Economic Development, Digital Marketing, Social Media, Community, Writer, Copywriter, Public Relations, Video Production, SEO/SEM, Wordpress web development, Video Production*

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Note: This resume is in a format that chronologically describes my evolution as a communicator and marketing professional.

2014-Present: Marketing Lead, iCardiac Technologies

In 2014 I was asked to come on board as the marketing lead for iCardiac Technologies, a company based on University of Rochester research into cardiac safety assessments in human clinical drug trials. This is a contract position working directly with the CEO and co-founder. The marketing has included the development of two websites (I am skilled in the Wordpress Content Management System), print collateral, white papers, several successful public relations campaigns and social media activities among other activities.

2013-Present: Teacher/Facilitator, HTRLaunchPad Program

The HTRLaunchPad Program is a twelve week intensive course for software startups in the Greater Rochester NY region sponsored by the Max and Marion Farash Foundation and administered by High Tech of Rochester, Inc. The Program utilizes the Lean Launchpad methodology developed by serial entrepreneurs Steve Blank, Bob Dorf, Eric Ries and others and taught at Stanford University. Info at <http://htrlaunchpad.com>
The program has been successful for three years with 36 startups graduating into the marketplace.

2011-2014: 24PageBooks, Innovocracy.com

Our start-up, 24PageBooks Inc., an ebook publishing company was developed over the course of 2011. We published 12 titles but rapidly realized that the publishing industry was in turmoil due to the extreme disruption of the ebook explosion, an explosion that

buried our small company in similar products at non-profitable prices. We folded the business in early 2012.

I continued to work as a marketing consultant and was asked to serve on the Board of Innovocracy.org, a for-profit, socially driven NYS B corporation that provides a crowdfunding platform for research universities to develop marketable products. Our university network consists of the University of Rochester, Cornell University, Rochester Institute of Technology and Clarkson University. I stepped down from this role as my work with iCardiac intensified.

2009-2011: Director of Marketing, Hospitality 101, Inc.

Again, while consulting, I was asked to come in and work full time with a client, Hospitality 101 Inc., developers of CaterTrax, the leading software for large scale catering operations (healthcare, corporate and campus). I served as Marketing Director and completely updated all aspects of their marketing including branding, logo, video, website (2010 Rochester Business Journal Best of the Web winner), print collateral and more. We developed an improved sales model and saw acceptance by our large corporate customers grow by 40% year over year as they began to standardize on our platform. This growth has continued and the employee count has grown from 20 when I started to over 60 today. I left at the beginning of 2011 when a side project of mine unexpectedly was offered angel funding by a Paris-based venture firm. This required my full time commitment. I continue to do consulting with CaterTrax.

During this time I also helped start a networking group called RochesterGrowth. RochesterGrowth is a group of area CEOs of growing non-service companies with a global focus. We have over 300 members (invitation only) and have done over four years of highly successful quarterly cocktail hours offering an unusual peer networking environment.

2007-2008: Marketing Director, Tegrigy Inc.

While consulting on my own I was asked to join Tegrigy, an early stage start-up building a SaaS social media monitoring tool called SM2, as their first paid employee (Marketing Director- though titles were a bit of a formality). When I joined we had no paying customers and a handful of freemium beta customers. Nine months later we had over 50 public relations and ad agencies across the US and Canada as paid users of our service and over 4500 freemium users which served as highly qualified leads for our growing sales group. In 2008 Tegrigy was acquired by Alterian, a UK-based marketing group. This experience gave me a fairly deep understanding of the emerging social media eco-systems and more experience with cloud-based software marketing (B-B).

2007: Director of Online Marketing, Martino Flynn

In early 2007 I was asked to join Martino Flynn, a mid-sized advertising agency in Rochester, as Director of Online Marketing. My stated job description was to 'change the culture of the agency' and the partner/owners felt bringing an outside person in would facilitate this complex goal. However, the traditional advertising agency model was very ingrained in that culture and the agency was extremely successful with it. After nine months I left, convinced the agency did not need to change its ways.

2003-2006: Director of Marketing and General Manager, BlueTie Inc.

As Director of Marketing at BlueTie, I revamped our entire marketing strategy and built an inside sales force that eventually grew to 16 sales reps and two sales managers. I was promoted to General Manager of our small business division, reporting to the CEO. BlueTie was an early software as a service (SaaS) company with a product that offered an alternative to Microsoft Exchange. SaaS, now more commonly known as 'cloud software', was a new concept at the time and much of my marketing focus was based on explaining the benefits of this radically new model. This became a focus of mine in subsequent years.

2000-2003: Co-founder, Powertango Media, Digital Rochester, Inc.

I worked for a year as a consultant to Lynnwood Communications, later known as Edgewise, working on client strategy and Internet development. I then formed Powertango Media Inc., with a partner, to develop higher functionality web sites based on database technology. We built RochesterDowntown.com, a site focused on 'Everything Downtown' that was built on a PHP/MYSQL database of all retail, commercial and residential development in the downtown area of Rochester, NY. This was one of the first websites built on a custom content management system (CMS) that we developed. The site still exists and serves as a hub of economic development in the area. We also developed sites for a diverse set of clients including Boylan Brown, a mid-sized law firm and The Farmer's Insurance Company, a national insurance company based in Denver. In 2003 I sold my interest in Powertango to my partner to take a position as Director of Marketing for BlueTie, a venture-funded software company in fast growth mode.

In 2001 I helped conceive and co-founded DigitalRochester Inc., a 501c3 not for profit business group dedicated to uniting the Upstate NY technology community. We grew to over 4000 members and developed an extensive series of events for networking, education and business start-up funding. Though I am no longer on the Board, DR continues to this day in our area.

1998-2000: Senior Writer and Strategist- Clarity Station Inc.

In 1998 I joined Clarity Station Inc., a bicoastal marketing consultancy, as Senior Writer and Strategist. I worked with clients in Rochester (Xerox) and on the West Coast (Seagate, Cypress Software, Runway Systems) developing marketing plans and worked in themed design for major trade shows, video and advertising campaigns, all in the business-business (B-B) sector. In mid 2000 Clarity was closed, a victim of the dot com implosion. By that point my focus was shifting to the Internet and digital technology as the emerging marketing platform.

Prior to 1998 to present: Nationally Published Author

During the 1990s I made the decision to become a professional writer with a focus on marketing. I began writing copy for small agencies and area businesses and expanded into writing marketing plans. After extensive research I began writing a series of books on sales, marketing and design for two publishers (Prima and Taunton). During the nineties I wrote eight nationally published titles while continuing to do marketing consulting. In 2013 I published my first novel. My currently available books can be found [on Amazon](#).