

Ted Banucci

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Senior Product Marketing Manager

Innovative Marketing Specialist who has overhauled product lines and branding to increase sales rates through product design and messaging changes. Concurrently ran video production company and invented video production accessories, successfully marketing them through a variety of innovative campaigns. Affluent in every realm of business intelligence, leading with communication, creativity, and teamwork to drive goals from concept to completion.

Core Competencies

Marketing Campaign Development	Trade Show Organization	Product Marketing Development
Branding Alignment	Search Engine Optimization (SEO)	Social Media Marketing
Content Creation	Email and SMS Marketing	Photography and Video Production

Professional Experience

Sr. Marketing Manager 04/2023 – Present

LatticeWork, Inc. San Jose, CA

- Project Manage new branding, website development, new product scopes, collaborating with Engineering and AI teams to create new, innovative software products in the realm of B2B visual Artificial Intelligence sensing on edge devices.
- Launched VAISense edge AI ecosystem, designing marketing and messaging along with sales system and procedures.
- Organized trade show schedule and details to promote B2B and B2C product lines, increasing sales 20x.
- Promoted Amber B2C product line through social media campaigns, influencer affiliations, referrals and newsletters. Increased organic media awareness 550%, resulting in higher sales and clickthrough rate.
- Created Instagram, Facebook, YouTube, LinkedIn, and TikTok videos and advertisements, increasing media views 10X.

Founder / Chief Marketing Officer 01/2010 – 01/2023

camarush San Jose, CA

- Inventor of 8 different tools used in video production, including the camalapse: an accessory that helps videographers capture 360-degree moving timelapses. Footage has been used as B-Roll for the SuperBowl and other productions.
- As Chief Marketing Officer, built marketing campaign for the camalapse with a guerrilla-style approach, using social media, bloggers, and organic influencer appearances to help sell over 100k units.
- Project Manage every aspect of business development, including: manufacturing in China, overseas shipment, outsourcing design, Amazon logistics (FBA), retail sales in 30+ countries, and specialized in marketing of the product online and to retailers. Continue to promote new opportunities internationally, increasing revenue.
- Facilitate cross-promotion events with various brands, increasing sales by up to 300%. Negotiate with retailers to promote sales through product placement improvements and revenue sharing, increasing sales 10x.

Founder / Producer / Director 05/2002 – 12/2020

The Last Cut Video Productions San Jose, CA

- Founded a professional videography company that specialized in corporate marketing video productions, internal communication videos, YouTube campaigns, social media video advertisements, and live streamed events.
- Produced and directed over 2000 videos, along with running day-to-day administration operations.
- Managed a team of employees to cover large events, or multiple single cam shoots depending on project.
- Contracted for many large companies and Universities in Northern California to provide professional video.
- Increased sales over 75% per year in each of first 10 years. Contacted potential clients directly to assess video needs.

Education

BA: Communications and Psychology

Beloit College, Beloit, WI