

# Josh Booth

+1 (717) 494-6466  
boothjmail@gmail.com  
Chandler, AZ  
LinkedIn

## RELEVANT WORK EXPERIENCE

### Product Marketer | Microchip Technology

MAY 2024 - PRESENT

- Led and supported go-to-market strategies for the latest 8-bit microcontroller portfolio
  - PIC16, PIC18, AVR Product Lines
- Positioned new, novel peripherals within the market (e.g. Configurable Logic Block in the PIC16F131xx)
- Conducted market research for the low-end microcontroller market finding competitor weaknesses, internal strengths, and produced actionable marketing strategies from the research
- Coordinated with architecture, design, product, test and marketing team to drive successful and on-time product launches
- Leveraged data background to identify weak points in our customer journey and implemented a plan to improve it, increasing journey retention by 10%
  - Increased product page views by 40% through targeted marketing tactics
  - Led social-media analytics initiative that helped improve impressions and CTR by 400%

### Technical Marketing Engineer | Microchip Technology

JUN 2022 - MAY 2024

- Developed product and feature demonstrations
  - Marketing campaign, code, schematics, PCBs, documentation
- Created mass market collateral around technical features to educate and entice customers
  - Videos, articles, app notes, webpages, etc.
- Answered technical questions and provided product guidance to customers and sales engineers
- Developed and maintained collateral for sales teams to drive technical discussions with customers

### Machine Learning Researcher | U.S. Naval Research Lab

JUN 2019 - JAN 2022

- Developed new algorithmic techniques to improve image classification in remote environments with industry experts
- Published literature about using machine learning in radio frequency communications and identifying protein promoter sequences
- Created supervised learning models for object detection using image classification
- Conducted data cleaning, preprocessing, and feature engineering on image and text datasets to ensure high-quality data for model training

### Robotics Systems Engineer | Booth Oil and Gas LLC.

SEP 2016 - JUN 2019

- Engineered unique solutions to solve various business problems where existing solutions weren't viable
  - Custom oil refinement pipeline, security system, auto-crop planter
- Designed and proposed viable solutions after performing feasibility study
- Mechanical development included running thermal & airflow simulations, stress tests, and kinematic calculations, and part development in CAD
- Developed firmware, schematics, performed power calculations and designed wiring

## SAMPLE ENGINEERING DESIGNS

This section serves as a collection of my engineering and technical marketing abilities.

- **PEEK 3D Printer** (CAD, Marlin, STM32, RTOS)
- **DMX Audio Visualizer** (Embedded C, PCB layout, Analog Design, Serial Communication)
- **AI-Driven Security System** (Tensorflow, TFLearn, Python, Linux, Bash)

## EDUCATION

### B.S. in Computer Engineering; Mathematics minor

3.98 GPA; CMPE 322/120 SUPPLEMENTAL INSTRUCTOR

Shippensburg University of Pennsylvania