

# Josh Booth

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## PROFESSIONAL SUMMARY

Technical Product Marketer with expertise in product demos, technical collateral, and data-driven marketing strategies. Skilled in robotics, data science, and embedded systems.

## RELEVANT WORK EXPERIENCE

### Technical Product Marketer | Microchip Technology

JUN 2022 - PRESENT

- Primary technical marketing expert for the latest 8-bit PIC microcontrollers
- Developed product and feature demonstrations (marketing campaign, code, schematics, PCBs, enclosures, documentation)
- Organized marketing strategies to position new peripherals within the market (e.g. CLB in the PIC16F131xx)
- Answered technical questions and provided product guidance to customers, sales engineers, and journalists
- Created mass market collateral around technical features to educate and entice customers
- Leveraged data background to identify weak points in our customer journey and implemented plan to improve it, increasing journey retention by 10%
  - Led social-media analytics initiative that helped improve impressions & CTR by 400%

### ML Researcher | Naval Research Lab - Space Technology Division

JUN 2017 - JAN 2022

- Created supervised learning models for object detection using image classification (PyTorch, Tensorflow, TFLearn)
- Researched new algorithmic techniques to improve model performance and operation in remote environments
- Conducted data cleaning, preprocessing, and feature engineering on image and text datasets to ensure high-quality data for model training
- Designed Pachyderm pipeline to rapidly tune models based on new datasets

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

SEP 2016 - JUN 2022

- Engineered unique solutions to solve various business problems where a commercial off-the-shelf solution wasn't viable
- Mechanical development included running thermal & airflow simulations, stress tests, and kinematic calculations for the movement system
- Designed and manufactured custom parts using 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**
- 🔗 **DMX Audio Visualizer**
- 🔗 **AI-Driven Security System**
- 🔗 **Remote-controlled Telescope Mount**
- 🔗 **The Cold Plate**

## EDUCATION

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

SUMMA CUM LAUDE; 3.98 GPA; CMPE 322/120 SUPPLEMENTAL INSTRUCTOR  
*Shippensburg University of Pennsylvania*

## COMPETENCIES

- **Software:** C, Python, Linux, Marlin, Bash, Embedded Development, Fusion 360, KiCAD, Eagle, MPLAB X, XC8
- **Hardware:** Circuit Design, Programmable Logic, PIC and AVR Microcontrollers, Hardware interfaces, EDA tools
- **Personal Interests:** Chess, Piano, Track and Field, Rugby, Rock Climbing, Valorant