Josh **Booth**

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in Linkedin

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, JUN 2024 (FT)

- Led global customer interactions and was the primary technical marketing expert for the latest 8-bit PIC microcontrollers, collaborating closely with cross-functional teams, including Sales, Silicon, and Software Engineering.
- Developed product and feature demonstrations (marketing campaign, code, schematics, PCBs, documentation)
- Created comprehensive market strategies, including market trend and competitive analysis, to position new products and peripherals within the market, focusing on the automotive and industrial segments (ex. CLB in the PIC16F131xx)
- Generated outbound marketing collateral around technical features to educate and entice customers to help drive design wins.
- 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 (FT/PT)

- 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 | Booth Oil and Gas LLC.   SEP 2016, JUN 2022 (FT/PT)

- 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