

CV Larry Butchins

Marketing Communication Content Developer



More than 25 years' experience as a senior marketing content developer; writer, editor, publisher, project and team manager, working with and for Israeli and international global high-tech companies.

Additional experience in Investment Banking, industrial, commercial, and community service sectors.

Currently developing a Marketing Communication course covering 16 modules.

Skills

Marketing communication strategy and planning; collateral, documentation development; PR Strategy and Execution, Advertising Conceptualizing and copy writing; Presentation and Video Development and Production; on-line training and e-learning program development.

Career Highlights

FREELANCE: "WRITER-AT-LARGE" 2014 – PRESENT

Handling an entire range of high-tech, commercial, financial, industrial and even community-related projects. Notable among them are:

- ❧ [Allot Communications](#): Marketing Communication, re-branding, collateral development, website content upgrading, e-Training program.
- ❧ [TuneFork](#): Israeli start-up involved in mobile audio enhancement technology for the hearing impaired: Marketing Communication strategy, execution of social media, blogging, collateral and investor relations material, website content, presentations, video development.
- ❧ [TIME To KNOW](#): Leading global SaaS training platform specifically designed for customer-facing teams. Website content, video scripting, voice-over, PR, collateral development.
- ❧ [hereO](#): Developer of ultra-small, ultra-low power, integrated IoT platform. Corporate Vision, Mission, Positioning statements, slogan and loglines.
- ❧ [De Frece Law](#): Legal practice website and strategic marketing consultancy.
- ❧ [Logtel](#): One of Israel's major IT training and educational facilities, seminar and conference conveners: social and digital media covering AI, Auto-tech; IOT.
- ❧ [Vigilant](#): Israel's leading international providers of intelligent IP-based cyber, digital video and audio CCTV security applications: digital and printed material, user manuals, sales and technical presentations and web site enhancement. (no website)
- ❧ [Telicomm CityConnect](#): Startup developing technology for instant connectivity of thousands of high quality city cameras over cellular networks. White Paper/Product Description. (no website).

CELLEBRITE – SENIOR MARKETING CONTENT DEVELOPER, RETAIL DIVISION: 2011 – 2014

Major successes:

- ❧ Developing and implementing internal corporate style guide, to ensure commonality of language throughout the company from technically-oriented to high-level marketing English
- ❧ Initiating, managing and executing rebranding and repositioning Cellebrite as a major presence in the world of mobile data management. Included convening brain-storming sessions, running an internal competition, managing internal and external change-over and ensuring correct implementation.
- ❧ Created consistent and effective usage of PowerPoint and documentation templates – language, style, layouts, graphic usage – throughout sales and product management
- ❧ Pioneered the use of *Prezi* as a major communication tool

Scope of responsibilities included:

Strategic messaging and positioning development; Content development and marketing writing for all collateral: brochures, advertising, PR, Website, event/exhibition support. Worked closely with Product Management and Sales providing customer support documentation and other material.

LITTLEBIG MARKETING COMMUNICATION AGENCY, OWNER-MANAGER: 2004 – 2011

Handled a wide range of marketing communication projects for leading Israeli and international high-tech, commercial and industrial companies.

Major successes include:

- ✧ **BIRD Israel-U.S. Binational Industrial Research and Development. Foundation**
Designed, wrote and produced 30th anniversary book for BIRD.
- ✧ **Vigilant** –Video Security Systems Manufacturer
Developed and executed new branding and slogan: “Defining the Vision”; handled all marketing collateral and documentation, promotional and exhibition support material for this.
- ✧ **AHT Underfloor Heating Systems**
Handled US launch in collaboration with US-based distributor: collateral, advertising, presentations, web site.
- ✧ **SpiderTech** – Developer of cloud-based perimeter security systems
Major international launch, web site, collateral, all marketing, branding documentation, promotional, advertising, PR etc.
- ✧ **UDP** – a leading Korean-based provider of digital video security and IP surveillance solutions
Collateral, web site, brochures, PR, newsletter. Developed slogan: “Clear Sight, Clearer Insight”.

Scope of responsibilities included:

Corporate and marketing communication; branding and corporate Image strategy development and execution; web site content development; end-user publications and collateral.

COMMTOUCH – SENIOR MARKETING WRITER: 2002 – 2004***Major successes:***

Advertising campaign in Far Eastern markets; studio briefing and content development, creating brand and service recognition for Commtouch in key Far Eastern markets.

Scope of responsibilities included:

Development and execution of all marketing and corporate collateral; business plans; briefing documents; press releases; brochures; datasheets, web site content.

COMVERSE – MARKETING PUBLICATIONS MANAGER, CORPORATE MARKETING: 2000 – 2002***Major successes:***

I was a key member and team leader involved in developing the new Comverse branding and web site; messaging, positioning; responsible for content development.

Scope of responsibilities included:

Managing a team of marketing writers; developing internal and external documentation, Intranet and Corporate Website/Intranet; developing annual strategy, goals, planning and performance management.

- ✧ Development of Marketing documentation policy, formats, templates, and styles
- ✧ Development, writing, editing and publishing of end-user documentation – White Papers, executive overviews, product descriptions, collaterals; quality control and DTP
- ✧ Responsible for planning and publishing Chief Scientist submissions for new products/services
- ✧ Exhibition support program; development, planning and execution

LANGUAGES

English (UK, US, Int.) — UK English mother tongue; Hebrew — fluent, business level; Afrikaans — fluent; Dutch — understand, read, general conversation; French — fair understanding, light conversation.

PERSONAL ACHIEVEMENTS

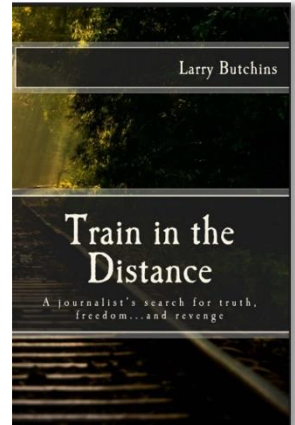
Published my first novel “*Train in the Distance*” through Amazon in July 2018 <https://www.amazon.com/dp/171890276X>

Podcast at: <https://trainindistance.buzzsprout.com/>

Currently writing the screenplay to turn it into a feature film or series.

Writer; travel, TV & stage scripts, blogs, business, promotional; published children’s book in US and South Africa. Prize winner in ESRA short story competition.

Award-winning stage and television actor; voice-over artist/narrator for a wide variety of CD/AV/Video programs. Performed in a wide variety of roles for stage and television. Founder member and Communication Manager for the Guild Theatre Co. of Ra’anana.



Hobbies:

Sailing, camping, travel, wine, cooking (Indian-Italian), writing; movie production, blogging, podcasting

Website & Blogs:

Business Website	http://larrybutchins.wixsite.com/marketingwriter
Train in the Distance	https://www.larrybtraininthedistance.com/
Podcast	http://trainindistance.buzzsprout.com
Traveler’s Secrets:	http://travellersecrets.blogspot.co.il/
The Offbeat Traveler:	http://offbeat-travel.blogspot.co.il/
The Art of Communication:	http://b2bcom.blogspot.com/
Dizengoff Memorial Quilt Site:	http://dizengoffquilt.wix.com/-dizengoff-quilt

PERSONAL DETAILS

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E-mail:	larryb@butchins.com ; larry.butchins@gmail.com
Date of Aliyah:	December 1987
Education:	SA Institute of Marketing Management Associate Degree – Marketing Strategy & Management, Market Segmentation; Sales Strategy, Communications, Advertising Development, Media, Product Lifecycles.
LinkedIn Profile:	https://www.linkedin.com/in/larry-butchins-86a9488/
Facebook:	https://www.facebook.com/israelmarcom

