

PETER R. MAY

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SUMMARY

A talented and experienced communicator with the proven ability to write, design and implement effective Web content, promotional materials and advertising copy for products and services in a variety of industries. An enthusiastic, creative team player with the seasoning required to perform effectively in a fast-paced environment.

- A talented writer with a demonstrated aptitude for recognizing and creatively communicating the benefits of technology-based products and services as they relate to a specific target audience.
- Proven success in all aspects of marketing, corporate communications and public relations.
- A skilled writer and editor with experience preparing collateral, Web content and educational materials.
- Writing ability is significantly enhanced by expertise in Web site design, desktop publishing, multimedia and digital audio/video production.

PROFESSIONAL EXPERIENCE

SELF EMPLOYED, Buford, Georgia

Current

Developing messaging, writing copy, creating promotional programs and developing educational materials for Lund International, Inc., Siemens, Think Tank Group, Blue Competition Cycles and more. Writing technology articles for HowStuffWorks.com.

LUND INTERNATIONAL, INC., Suwanee (Atlanta), GA

2007 – 2008

Marketing Communications Manager

Responsible for all marketing communications programs for a leading provider of automotive accessories. Wrote copy and provided design and production leadership for collateral materials, Web-based programs, catalogs, tradeshow, public relations, advertising and sales support.

- Successfully assumed management responsibility for marketing communications personnel and programs when corporate headquarters was relocated to Atlanta.
- Wrote and managed the design and production of highly effective new catalogs, Web content and promotional materials during the first six months of my employment.

SELF EMPLOYED, Alpharetta, Georgia

2006 – 2007

Freelance Copywriter

Developing messaging and copy for Web content and sales support materials to focus on product benefits rather than features. Primary client was Per-Se Technologies (now McKesson).

NAVICURE, INC., Duluth (Atlanta), GA

2004 – 2006

Director, Marketing

Created, executed and managed all marketing programs and activities for a fast-growing provider of Web-based revenue cycle management solutions for the healthcare industry.

- Wrote and produced new marketing materials that effectively described the benefits of the company's claims management technology, contributing to significant revenue and market penetration growth.
- Managed a design firm and wrote SEO-oriented content for a new Web site from the ground up.

NDCHealth CORPORATION (acquired TechRx Inc.), Atlanta, Georgia **1999 – 2003**
Director, Marketing Communications (2002-2003)

Managed all marketing programs and activities for the leading provider of healthcare information technology and services with annual revenues of \$340M. Supervised a staff of eleven creative and event management professionals.

- Wrote all corporate communications for the Web site, press releases, investor presentations and executive speeches.
- Acted as the “voice” of the company, with responsibility for both branded and corporate messaging.

TechRx INCORPORATED, Pittsburgh, Pennsylvania
Vice President, Marketing Communications (2000-2002)
Director, Marketing Communications (1999-2000)

Created and implemented targeted marketing programs including advertising, public relations, collateral materials and tradeshow participation.

- Developed an “outside the box” branding and messaging strategy that resulted in two of the three largest drug store chains and thousands of independent pharmacies nationwide purchasing the product.
- Wrote and produced marketing communications materials that contributed to \$50M in new revenues. This involved changing the company’s name and creating effective, new messaging.
- Created a new Web site to support the company’s branding strategy and wrote content to effectively describe the benefits of an innovative, new pharmacy management technology.

REVIVE TECHNOLOGIES INCORPORATED, Pittsburgh, Pennsylvania **1997 – 1999**
Director, Marketing

Managed all marketing programs. Responsibilities included creative messaging, budgeting, strategic planning, research, branding and production.

- Wrote and produced a package of sales support and collateral material that contributed to revenue growth of more than 50%.
- Worked with senior executives to implement a growth strategy that resulted in the acquisition of REVIVE by Enterprise Software. Initial investors received a return of more than 100%.

ALGOR, INC., Pittsburgh, Pennsylvania **1990 – 1997**
Marketing Specialist

Responsible for the creation and execution of marketing programs targeting mechanical, electrical and piping system engineers.

- Manually designed and produced the first corporate Web site in the engineering software industry.
- Created a weekly interactive newsletter including animated software demonstrations.

EDUCATION

Bachelor of Arts, Communication Arts, Oakland University, Rochester, MI

AFFILIATIONS

Member, American Marketing Association
League of American Bicyclists (avid cyclist)