

Evan Archilla

- Summary of Qualifications**
- ✓ Excellent writing and public speaking skills.
 - ✓ Proven ability to work across groups to accomplish goals.
 - ✓ Demonstrated capacity to think creatively and execute on ideas.
 - ✓ Experience managing multiple projects simultaneously.
 - ✓ Strong leadership skills developed by direct and virtual management of direct reports, vendors, and other team members.

- Work Experience**
- 2004 – Present Archilla Marketing Comfort, TX**
- Owner/Author/Consultant**
- Provide creative consultant services (new interactive toy line development) for WowWee USA, Inc.
 - Virtual product manager for Microsoft Windows Home Server, Small Business Server, and Essential Business Server; specifically focused on reaching the OEM, distributor, and reseller channels through targeted activities and events.
 - Provide content creation services for Microsoft customer and partner webcasts and on-site presentations.
 - Provide professional speaker/trainer services for Microsoft customer and partner webcasts and on-site presentations.
 - Project manager and on-screen talent for Microsoft Office System Tips & Tricks resource CD and video presentation (<http://office.microsoft.com/en-us/webcasts/HA102584511033.aspx#2>).
 - Author of customer-ready Microsoft whitepapers, clinics, Internet columns, and online skills assessments.
 - Co-author of *So That's How! Timesavers, Breakthroughs, & Everyday Genius for the 2007 Microsoft Office System* from Microsoft Press (<http://www.microsoft.com/mspress/books/9412.aspx>).
 - General consulting services for other Microsoft product marketing activities.

1997 – 2004 Microsoft Corporation Redmond, WA

Product Manager—U.S. Marketing (Jan. 2001-June 2004)

- Developed and executed strategic audience-specific marketing plans for three major product launch cycles—Windows XP (tech-savvy enthusiasts), Tablet PC (information workers), and the Office System (information workers, IT professionals, corporate developers, and business decision makers).
- Owned business management and content creation for the Office System U.S. subsidiary launch events (October 2003).
 - Organized and led a virtual team of 20+ internal and external contributors.
 - Delivered a compelling launch experience to 45,699 customers across 64 events (exceeded reach objective by almost 700)—achieved overall event score of 7.46/9.
 - Realized ~2500 qualified marketing prospects (2.5 times the original goal).
- Managed the creation of presentation content and product demonstration scripts for the Windows XP (October 2001) and Tablet PC (November 2002) U.S. subsidiary launch events—achieved overall evaluation scores of 7.2/9 and 7.7/9 respectively.
- Drove planning and creation of the first official Microsoft online community—

Windows XP Expert Zone.

- Exceeded original Web reach goal by over 250% (5.3M page views) and the original newsgroup goal by 400% (500K posts).
- Hosted 150+ top Windows enthusiasts at a corporate pre-launch event—achieved overall event score of 4.64/5.
- Played key role in U.S. launch advertising process—drove product placement for Windows XP television spots, wrote Tablet PC advertising input document, and provided product insight and expertise for the Office System campaign.
- Served as go-to product evangelist for internal and external events and product demonstrations—speaking engagements included internal all-hands meetings, executive briefings, Partner Marketing Day, and Comdex Las Vegas.

Tools & Training Lead—Home & Retail Division (June 1999-Jan. 2001)

- Owned planning, creation, and delivery of content for Reseller Sales Professional (RSP) and Consumer User Group programs including quarterly events, online training courses, and related marketing collateral.
- Developed slide presentations and wrote demonstration scripts for multiple Microsoft consumer products and supported major retail launches of Windows 2000 Professional, Windows Millennium Edition (ME), and MSN.
- Led cross-team effort to create new program sub-brand—“teamMicrosoft”—to unify broad set of RSP offerings.

Channel Sales Rep—Outbound Sales (October 1997-June 1999)

- Managed Microsoft’s strategic relationship with Value Added Providers.
- Met and exceeded primary business objectives for FY98, achieved 140% of individual reseller goal and contributed to 100% regional quota attainment.

1996 - 1997

Software Spectrum

Dallas, TX

Corporate Account Representative

- Developed customer relationships and delivered software solutions to meet the business needs of corporate IT departments.
- Exceeded 100% quota attainment for two consecutive quarters; Regional Rep of the Quarter for January–March 1997.

Education

1992 - 1996

Baylor University

Waco, TX

Bachelor of Fine Arts