

Carlo Longino

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MBA candidate with significant experience delivering strategic market and opportunity analysis and strategic marketing materials in the mobile telecom industry. Strong communication skills across internet and traditional media, and extensive experience working with diverse cultures and distributed and cross-functional teams.

EXPERIENCE

Consultant and Freelance Writer

August 2007 to Present

- Developed web and print content to support mobile developers' go-to-market strategies, including app stores, segmentation and marketing, and assisted with developer relations events at trade shows.
- Produced daily content for Nortel's Hyperconnectivity.com thought-leadership site, supporting its corporate marketing strategy to improve brand preference among technical decision makers in the areas of 4G mobile networks, optical networking, telepresence and unified communications.
- Created weekly emerging technology trend reports focused on future market opportunities, new applications and services and disruptive trends for Silicon Valley-based telecom trade body.
- Wrote press backgrounders and white papers for Nokia covering 3G LTE, mobile VoIP and device multiradio technologies, working with corporate marketing and product engineering teams.
- Contributed content to telecom and high-tech industry blogs, and wrote press releases for several small companies. Co-founded Mobhappy.com, a widely read blog covering the mobile telecom industry. Grew traffic from zero to 45,000 page views per month, and RSS subscribers from zero to over 5,000.

Senior Analyst, Techdirt Corporation (Now Floor 64)

July 2005-August 2007

- Delivered daily strategic analysis of telecom markets as a Senior Analyst for Techdirt, including analysis of competitive threats, opportunities and trends, for private clients such as Sprint, Verisign and Dell.
- Developed product, positioning and marketing recommendations for clients by following day-to-day market news, utilizing secondary research and monitoring social media, blogs and forums.
- Managed telecom section of the Techdirt Insight Community, a conversational marketing tool that generates marketing content and market insight for clients using input from the online community.

Executive Editor, TheFeature.com/Nokia Corporation

February 2001-July 2005

- Ran the day-to-day operations of an editorial web site owned by Nokia, covering mobile technology and its technical, social and financial implications. Managed staff of two associate editors and 15 freelance writers. During this time, site traffic grew to 520,000 unique visitors and 2 million page views per month.
- Worked with Nokia corporate marketing team to develop content strategy based on strategic marketing goals, evolving and modifying this strategy over time to stay ahead of market trends and developments.
- Managed production of special print editions based around current industry topics for distribution at major trade shows such as Mobile World Congress, CeBIT and CommunicAsia.

Content Producer, Nokia Corporation

August 2000-February 2001

- Launched TheFeature.com, a corporate marketing thought-leadership site focused on the future of mobile technology and its applications and implications.
- Worked with external agency to define site design and functionality, and recruited freelance contributors.

Writer, Hoover's Inc.

August 1999-August 2000

- Covered telecom and other high-tech industries for online business information publisher.

EDUCATION

Master of Business Administration – UNLV, to be awarded May 2010

Bachelor of Journalism – The University of Texas at Austin, 1999

INDUSTRY ACTIVITIES

- Speaker, SXSW Interactive (2002, 2007), Mobile Monday Austin (2006, 2010)
- Advisory Board member, SXSW Interactive (2008-10), Mobilebeat (2009), Under the Radar (2006), Heroes of the Mobile Screen (2009)