

Bruce Lidl

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Public Relations and Marketing Manager

Manager with extensive experience in public relations, marketing, social networking, and community development. Results-oriented, strategic and analytical. Fluent in German.

Professional Experience

Digitalwerks, San Diego, CA 2009-present

Public Relations and Marketing Consultant (01/2009-present)

Developed marketing strategy, strategized press outreach, handled media relations, implemented search engine optimization and marketing plans, developed social media campaigns and facilitated event participation. Clients have included Sony Electronics, DivX, Irving-Hughes, OpenCandy, BitTorrent and ProQuo. Created and maintained a professional blog, Digitalwerks.org, with a key industry readership and syndication from Zatznotfunny.com and Zeropaid.com.

Stage Two Consulting, San Francisco, CA 2010

Senior Account Supervisor (04/2010-10/2010)

As a senior member of a boutique marketing and PR agency devoted to consumer technology, I managed teams responsible for strategic marketing campaigns, product launches, media outreach, press tours and industry events. Clients included D-Link, Boxee, VUDU, WorldMate, Dropcam, Pogoplug, and many more.

DivX, Inc., San Diego, CA 2003-2008

Community Marketing Manager (01/2008-12/2008)

Led company outreach to online media, bloggers, social influencers and user communities. Developed and implemented public relations plans, conducted national and international media tours and acted as company public spokesperson. Directed press and blogger outreach at events and trade shows, including CES, IFA, CeBIT, NAB, Comic-Con, Sundance, and BarCamp.

Public Relations Manager, Products and Technology (03/2006-01/2008)

Drove the strategic and tactical direction of company product releases and development. Generated extensive tier one media coverage. Managed international public relations team to implement corporate strategy. Conducted public relations efforts for company's Initial Public Offering and entry into financial markets. Trained corporate spokespersons.

Public Relations Coordinator (03/2005-03/2006)

Wrote press releases, pitched news announcements, tracked media coverage, and developed impact analyses of company media efforts. Led selection of outside public relations agencies and coordinated relations with agencies domestically and globally.

Education

Ph.D. candidate, History, Stanford University 1994-2000

M.A., History, Stanford University, 1993

B.A., History, awarded *cum laude*, University of California, Los Angeles, 1992