# Max Porrino

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## PROFILE

Product-minded MBA candidate with experience shaping end-to-end product marketing strategy across cybersecurity and managed services, from customer insights and positioning to platform execution and go-to-market planning.

## EDUCATION

**Baruch College, Zicklin School of Business** | New York, NY | *Current Full-Time MBA Student*                05/26
- **Focus**: Product Marketing (Go-to-Market & Sales Enablement)

**Miami University** | Oxford, OH | *Emerging Business, Technology, and Design* | GPA: 3.66                05/22
- Participated in the Digital Innovation Program in Luxembourg and San Francisco

## EXPERIENCE

**Motorola Solutions** | Chicago, IL | *Product Marketing Co-op (Cybersecurity & Managed & Support Services)*        05/25 – Present
*Promoted from Product Marketing Intern (Summer 2025)*
- Led product marketing strategy and execution across Cybersecurity and Managed & Support Services, contributing to positioning, messaging, sales enablement, and 2026 go-to-market (GTM) planning for PSTA and Global Services.
- Defined and operationalized the Global Services Categories framework — Implement, Secure, Monitor, Maintain, Optimize — serving as the positioning and messaging architecture across services, web pages, blogs, and Sales Hub assets.
- Authored and published 12 long-form blogs across cybersecurity services and the Public Safety Threat Alliance (PSTA), translating threat intelligence and customer insights into customer- and seller-facing storytelling.
- Led cybersecurity and PSTA webpage updates using Adobe Experience Manager (AEM) and built seller-facing platforms (Sales Hub; Podcast & Global Services Media Hub) using HTML, CSS, and JavaScript to improve discoverability and usability.
- Drove high-impact initiatives, including the Milwaukee County VESTA/MDR customer interview, Professional Services rebrand and asset modernization, radio disaster recovery checklist, and FAST Seller new-hire enablement content, partnering cross-functionally with Sales, Web, SEO, Design, and Offer Management teams.

**1809 Capital** | Oxford, OH (Remote) | *Venture Analyst*                01/22 – 05/24
- Promoted from Web & Social Media Intern to Venture Analyst within five months based on performance.
- Built and maintained internal systems in Coda, including CRM, deal pipeline, diligence workflows, task tracking, and content repositories to streamline operations.
- Owned CRM overhaul, migrating 3,000+ contacts into a centralized platform, reducing errors and improving productivity.
- Contributed to $500K+ in startup investments through market research, competitive analysis, and due diligence.
- Managed and mentored four student interns across diligence, tooling, marketing, and website initiatives.

**Fisher Innovation College@Elm** | Oxford, OH (Remote) | *Web Designer & Social Media Marketing Manager*        08/23 – 05/24
- Designed and launched a website for Miami University's startup accelerator, improving usability for applicants and partners.
- Developed and executed a social media strategy that increased engagement during the 2024 academic year.

**Red Brick Capital** | Oxford, OH (Remote) | *Web Designer*                08/22 – 12/22
- Designed and launched a professional logo and website for a student-led investment fund, strengthening brand presence.

**RoomMate** | Luxembourg City, Luxembourg | *Design & Marketing Intern*                08/21 – 12/21
- Launched RoomMate's TikTok channel from zero, developing a short-form video strategy and executing campaigns to drive early user awareness and engagement.
- Collaborated with product and marketing teams on app UI design and acquisition collateral; created content for Instagram and Facebook.

## CERTIFICATIONS

**Hootsuite:** Hootsuite Platform Certification | Social Media Marketing Certification
**LinkedIn**: Email Marketing: Drip Campaigns | Learning Mailchimp | Managing Email Marketing Lists and Campaigns

## SKILLS

**Web, Platforms & Execution:** Adobe Experience Manager (AEM), HTML, CSS, JavaScript, Sales Enablement Platforms
**Analytics, Data & Optimization:** SEMrush, Google Analytics, Alteryx, Tableau
**Project & Workflow Tools:** Monday.com, Confluence, Trello
**Product Marketing:** Product Marketing Strategy, Positioning & Messaging, Go-to-Market (GTM) Strategy, Content Strategy, Sales Enablement, Storytelling, Campaign Planning
**Marketing & AI Tools:** Jasper AI, Gemini, Canva, Mailchimp, Hootsuite, Constant Contact
**Productivity & Design:** Figma, Coda, Google Suite, Microsoft Office
**Programming:** Swift, SwiftUI