



## PJ Jacobowitz

TECHNICAL MARKETING  
AND JOURNALISM

### Details

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### Profile

15+ years of experience driving impactful campaigns, specializing in technical marketing and technical journalism.

Expertise developing compelling content that highlights cutting-edge features and competitive advantages for advanced processors.

Ability to lead cross-functional teams, manage high-profile product launches, and engage audiences through innovative storytelling across various media channels.

Passionate about leveraging technology to enhance user experiences and convey complex information effectively.

### Education

Indiana University 2000 - 2004  
Bachelor's Degree  
Telecommunications Major  
Business Minor

### Skills

Adobe Premier Pro  
Adobe Lightroom  
Photographer  
Videographer  
Microsoft Office Suite  
Script and Blog writing  
Public Speaking

## Employment History

### Marketing for Snapdragon X Series Processor Software Experiences Qualcomm, San Diego CA

JANUARY 2023 – SEPTEMBER 2025

Developed marketing content to showcase hero features of the Snapdragon X Series processor for Windows laptops including over 50 AI experiences, breakthrough performance and multi-day battery life.

Led development of:

- **Cross collaboration with Sales, Communications, Engineering and Legal** to identify and build competitive hero features for marketing campaigns.
- [Product briefs and training decks](#) for Snapdragon processor launches with messaging and competitive details for sales teams, customers, point-of-sale and press.
- [Script writing, storyboard and producer](#) for Snapdragon processor launch videos with millions of views on YouTube.
- **Collaborate with engineering leads and project management** to identify key benchmark data for de-positioning against competitors.
- **New Business Development** by finding software developers interested in partnering with Qualcomm in optimizing performance and adding AI features for Snapdragon.
- [Managed creation of websites](#) to showcase exciting Agentic AI experiences from Snapdragon optimized apps, hero apps and competitive data.
- **Speech writing and presentation creation** for CEO and exec leadership.
- [Blog writer, ghost writer and editing](#) for 10+ years of press releases.
- [Managed booth activation at trade shows](#) showcasing Snapdragon products and exciting experiences from 3rd party apps optimized for Snapdragon.
- [Led development of CGI animated hero videos](#) to explain Snapdragon technologies and the hero features that are enabled.
- [Discovered and collaborated with influencers](#) to create fun videos showcasing Snapdragon features.
- [Spokesperson for press interviews](#) generating hundreds of articles and thousands of video views.
- **Team leader** for managing messaging, blog announcements and launches for AI features, gaming products and hero experiences.

### Marketing for Snapdragon Processor for Android Smartphones Qualcomm, San Diego CA

JUNE 2011 – JANUARY 2023

Marketing lead for Camera, Gaming and Security technologies for Snapdragon - the processor powering the world's premier Android Smartphones from Samsung, Google, Motorola, Xiaomi, Vivo, Oppo and more.

- **Created competitive messaging, briefs, presentation and visual launch materials** for more than 10 generations flagship processors.
- [Led development of Shot on Snapdragon photography, videography and fun content](#) to promote "world's first" camera technologies for smartphones.
- [Speaker in keynote launch events](#) to explain technology benefits with excitement and showmanship.
- [Creator and host of the Qualcomm Podcast](#) – 20 to 60 minute episodes featuring deep dives into Qualcomm technology and interviews with engineers who design the technologies.

### Journalist at PC Magazine, New York City

OCTOBER 2006 – JUNE 2011

- [Wrote news and reviews](#) of Digital Cameras for PCMag.com and PC Magazine under short deadlines.
- [Managed and upgraded PC Magazine's photography testing lab](#) to use Imatest for measuring sharpness, noise and other image quality factors.
- [Appeared regularly on TV and Radio as correspondent for PC Magazine](#) (MSNBC, CW11, ABCNY, XM Satellite Radio and more.)