



CONTACT



(689) 258-7836



MHenriques92@gmail.com



theworkbehind.net



Houston, TX

AREAS OF EXPERTISE

Marketing Strategy

Marketing Operations

Product Marketing

Commercialization

Customer Experience

B2B & B2G Marketing

REFERENCE

Gary Jones | Marketing Director

Gary.jones@heathus.com

Vivian Marinelli | Marketing Manager

V.marinelli@heathus.com

Malik Henriques

Strategic Marketing | Marketing Operations | Product Marketing

PROFESSIONAL SUMMARY

Strategic marketing professional with experience developing marketing initiatives across utility infrastructure, advanced manufacturing, and defense technology industries. Experienced in product commercialization, marketing operations, customer journey strategy, and technical communications, partnering across sales, engineering, leadership, and product teams to solve business challenges and support organizational growth.

U.S. Air Force veteran with experience supporting both commercial and government markets through disciplined execution, cross-functional collaboration, and customer-focused problem solving.

PROFESSIONAL EXPERIENCE

Marketing Specialist

March 2025 – July 2026

Heath | Houston, Texas

Supported strategic marketing initiatives across utility infrastructure while expanding responsibilities beyond campaign execution into commercialization, marketing operations, customer experience, and sales enablement.

Selected Contributions

- Improved email open rates to 40% through refined segmentation and workflow strategy.
- Led integrated marketing campaigns supporting product launches, customer education, and business development.
- Supported HYBRID commercialization initiatives through launch planning, messaging development, and cross-functional coordination.
- Developed distributor and channel marketing resources that strengthened partner communication and sales enablement.
- Designed a HubSpot lead scoring and customer segmentation framework that improved lead prioritization and campaign targeting.
- Developed an AI-assisted customer request routing concept to improve inquiry qualification and customer journey planning.
- Produced technical marketing assets including website content, executive presentations, product messaging, sales collateral, and customer education materials.



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EDUCATION

Bachelor of Fine Arts – Creative Writing

Full Sail University

- Event Coordinator, Creative Writing Club
- Course Director Award – Film Writing

Bachelor of Science – Film

Full Sail University

- National Society of Collegiate Scholars

MILITARY

United States Air Force

Security Forces

Afghanistan Veteran

2011–2017

Malik Henriques

Strategic Marketing | Marketing Operations | Product Marketing

PROFESSIONAL EXPERIENCE

Marketing Specialist

July 2023 – March 2025

Fonon Technologies | Lake Mary, Florida

Developed marketing initiatives supporting advanced laser manufacturing technologies across commercial, industrial, aerospace, defense, and government markets.

Selected Contributions

- Produced technical marketing content for B2B and government audiences across digital, print, and trade show channels.
- Created product messaging, website content, technical documentation, sales presentations, and marketing collateral.
- Partnered with engineering and product teams to translate complex technologies into customer-focused communications.
- Supported commercialization and digital marketing initiatives that strengthened product positioning and customer education.

Social Media Intern

January 2023 – May 2023

A Gift For Teaching | Orlando, Florida

Supported nonprofit marketing through content development, social media management, and community engagement promoting educational programs and community partnerships.

SELECTED MILITARY AWARDS

- Meritorious Unit Award
- Air Force Outstanding Unit Award
- Air Force Good Conduct Medal
- Afghanistan Campaign Medal
- Global War on Terrorism Expeditionary Medal
- Global War on Terrorism Service Medal
- Air Force Expeditionary Service Ribbon with Gold Border