

# WENDY WHEELER

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## SUMMARY

Creative **Marketing Professional** with large skillset, including digital campaigns and lead generation for tech products and services. Deep experience in copywriting, design, branding, product launches, social media, events organization, advertising. High productivity in a spectrum of marketing activities, especially for banking, financial services and healthcare. An account manager in virtual/internal ad agencies and a project manager for global, cross-functional teams and creative accounts. A high-level view of integrated marketing paired with the ability to pull from tech resources and executives a detailed understanding of product solutions to go to market more effectively. Specific skills in the areas of:

- Integrated digital marketing (Eloqua software)
- Banking, financial services, healthcare
- Media/analyst relations, other channel marketing
- Global product launches, event management
- Budget setting, forecasting, P&L
- Copywriting, tech writing, thought leadership

## PROFESSIONAL EXPERIENCE

**CSC, FINANCIAL SERVICES GROUP**, Austin, Texas **2004-2013**  
**Marketing Communications Manager, 2006-2013**

Managed creative accounts and internal communications in a 25-person in-house ad agency for this Fortune 150 company's Banking, Global Marketing and Latin America Financial Services Groups.

- Led pilot projects and product launches using Eloqua campaigns, social media, SEO/SEM, web and print campaigns, print and video collateral, tradeshow, events and webinars.
- Led the product launch of Celeriti, a new core banking suite, including analyst positioning, branding, design, advertising, mail/email campaigns, collateral, and combination live/recorded product webinar.
- Created, branded and promoted FSG's first industry blog, establishing thought leadership and web design best practices for social media for the whole organization.
- Produced internal global FSG newsletters, managed C3 site to enhance internal collaboration.

**Media Relations Manager and Senior Editorial, 2004-2006**

Copywriter for banking, insurance and healthcare marketing and web content. Gathered and wrote news releases to corporate guidelines. Created a media mention database for FSG, pitched experts to media.

- Achieved highest writer productivity in the department for three years despite writing/editorial being only one-third of duties.
- Pitched, organized and edited an average of 2-3 contributed articles or subject matter expert input per month to industry publications to demonstrate thought leadership.

**PLANVIEW SOFTWARE**, Austin, Texas **1997-2004**  
**Marketing Director**

Founder of the marketing department for a global, privately held, project/resource management software company. Provided a full spectrum of marketing support, including all copywriting, lead generation, events, web design, P&L budgeting, media and analyst relations. Built department to 3.5 people and enabled an average sales revenue growth of 25 percent per annum even during the tech bust.

- Generated an increase in Web leads of an average of 400+ percent per month with analysis, rewrite and redesign of the company's Web site.

- Consistently convinced key industry analysts to list PlanView in the Top Three vendors in its industry despite having a fraction of the marketing budget of its competitors.
- Identified a key opportunity in pharmaceutical product management; wrote the brief and managed meetings with research analysts to kick it off; it's now a unique offering.

**ASOMA INSTRUMENTS**, Austin, Texas

**1993-1997**

**Communications Specialist**

Marketing communications for a manufacturer of x-ray fluorescence elemental analyzers for the science and manufacturing industries. Wrote and designed brochures, case studies, newsletters, ads, postcards, flyers and datasheets, and product manuals. Personally generated 65% of sales leads.

- Wrote and designed the company's first Web site which detailed desktop and in-line analyzers applicable for 7 main categories of elemental tests.
- Researched industry publications to build up the news release database; news releases picked up by publications ultimately generated one-fourth of the sales leads, for the lowest cost.

**OTHER RELEVANT EXPERIENCE**

- Copywriter for a computer hardware company
- Technical Writer for a semiconductor research consortium
- Regional Marketing Manager for a Texas savings bank

**EDUCATION, TRAINING AND HONORS**

- Bachelor of Fine Arts from the University of Texas at Austin, with an emphasis on advertising design and copywriting; most of a minor in Zoology
- National Merit Scholar, UT/Austin Dean's List, member of freshmen women's honor sorority
- On-going industry, media relations, technology and Web workshops and online classes (ITSMA, Society of Technical Communicators, Banking Administration Industry, etc.)
- Awards: essay writing, published fiction and black-and-white photography

**ADDITIONAL INFORMATION**

- Read/speak some French, some Spanish, smattering of German and Italian
- Active on Facebook, LinkedIn, LiveJournal, Twitter, Tumblr, YouTube
- Instructor for University of Texas Informal Classes, community classes, and other venues, including organizing many workshops, events and retreats
- Member of Science Fiction and Fantasy Writers of America, Austin Screenwriters Group, etc.
- Freelance story developer for local film production companies, with credit in IMDB.com