

# WENDY WHEELER

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## SUMMARY

Retired March 2023. I was a **creative marketing professional** with a large skillset in creating top-of-mind for **tech products and services** to help my employer go to market more effectively. What I'm most proud of: a deep background in storytelling and my high productivity, whether as an individual contributor or managing a functional team. My years of experience with integrated marketing, skills in social media promotion, corporate communication and branding combine with a proven ability to collaborate with engineers and executives to deliver effective marketing copy. I've had particular experience in semiconductors, the Internet of Things, financial services and healthcare. Specific experience:

- Digital marketing (Twitter, Marketo, DemandBase)
- Ghost-writing tech-focused executive blogs
- Media/analyst relations, partner/channel marketing
- Global product launches, event management
- Budget setting, forecasting, P&L
- Content marketing, website creation, SEO/SEM

## PROFESSIONAL EXPERIENCE

**MICRON & MicronCPG**, Boise, ID and Austin, TX

Apr 2017 – Mar 2023

### Communication Strategist

For this successful semiconductor technology vendor based in Boise, I began in the Data Center Marketing group. Created product and solution messaging for go-to-market and outbound marketing projects, created content and infographics, ghostwrote blogs, articles and Tweets, supported channels and partners with targeted marketing docs. Moved to Corporate Communications to ghostwrite articles, blogs, web content, convert business unit projects into branded marketing collateral. In 2022, I moved to Micron Commercial Products Group (CPG) as a B2B writer. Micron converted me from FTE to contractor (thru Experis) after only 6 months.

**DELL, Commercial IoT**, Austin, TX

July 2015-Feb 2017

### Product Marketing & Messaging

I was the Messaging Manager for the launch of intelligent IoT gateways and embedded PCs, a new, entrepreneurial LOB at Dell for the Internet of Things, where I got an IDC global survey to identify Dell as an IOT leader. Worked closely with market activators, event organizers, analyst outreach, manufacturing SMEs, channel managers, social media, professional services, IoT partners and others to create and ensure consistent strategy and messaging. Helped manage an internal global certification program to be a SocialSME on the IoT.

- Created and launched IoT product web pages and marketing collateral in 18 languages across the globe.
- For a challenging global product launch, synthesized GTM messaging that was replicated in 80+ pieces of analyst and media coverage, and won a Frost & Sullivan “best innovation & strategy” award.
- Co-managed the partner exhibit at Dell EMC World 2016 on real-world IoT that was declared the No.1 strategic showcase. Co-created 15 demo stations, messaging and IoT blueprints with global partners.

**DELL SERVICES**, Round Rock, TX

May 2014-July 2015

### Senior Marketing Consultant and Storyteller

As part of new four-member marketing team for banks, financial service, securities and insurance services I led sales and marketing programs with cloud services, big data, workforce productivity, and other enterprise solutions. Team was restructured after divestiture (sold to NTT Data), and the IoT group snapped me up.

- Launched Livestream think tank event with 16 speakers on financial service digital transformation, achieving reach of 2.5 million+ in social media and approximately 200% of lead generation goal.
- Redesigned, wrote and launched first responsive design web zone for Dell Services, including managing user experience and SEO, resulting in tripled web traffic to BFSI pages in two months.

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

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 team in a Six Sigma project that trimmed marketing schedules by 28% and improved consistency of deliverables.

- Led pilot projects using Eloqua campaigns, social media and SEO/SEM; delivered 500+ web and print campaigns, pieces of print and video collateral, industry tradeshow, exec events and webinars.
- Managed the global launch of a new core-banking suite, including AR/MR, branding, live launch event, ads, lead generation and collateral that helped get the product identified as a top 3 solution.

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

Founded 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, managed a \$1.5M budget, and consistently convinced key industry analysts to list Planview as a Top 3 vendor.

- Generated an increase in Web leads of an average of +400% per month with analysis, rewrite and redesign of the company's Web site.
- Identified test beds as a key opportunity in pharmaceutical product management; wrote the brief and managed meetings with research analysts to kick it off; it became a major revenue-generating channel.

**EDUCATION, TRAINING AND HONORS**

- **Bachelor of Fine Arts**, University of Texas at Austin, advertising focus; minor in Zoology
- Dell IoT SocialSME certification; Dell Branding Champion
- Development: industry classes, marketing classes, project management program classes
- Design and communication courses with Dr. Edward Tufte
- National Merit Scholar, UT/Austin Dean's List, member of freshmen women's honor sorority

**ADDITIONAL INFORMATION**

- Storytelling: Science Fiction and Fantasy Writers of America (professional membership), freelance story developer for local film production companies
- Social Media as @WootWendy: Facebook, LinkedIn, Twitter, Tumblr, YouTube
- Teaching: University of Texas Informal Classes, community classes, and other venues
- Languages: Read/speak some Spanish and French, familiarity with German and Italian

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For examples of my marketing projects:

<http://www.wendy-wheeler.com/eportfolio.html>