

## Wendy Wheeler

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## RESUME

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11804 Prairie Hen Ln  
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Position Desired: One Requiring High Expertise in Communications, Marketing, Web Content, Analyst/Media Relations, Creative Project Management – Especially in the High Tech or Financial Services Industries

View My Online Portfolio at: [www.wendy-wheeler.com/eportfolio.html](http://www.wendy-wheeler.com/eportfolio.html)

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### JOB HISTORY

**Communications Manager,  
Financial Services Sector  
Computer Sciences Corp (CSC)**  
Austin, Texas

*FSS is a 10,000-person sector  
in a Fortune 175 company*

*February 2004 to present.*

In a 24-person virtual project team (an in-house ad agency) for CSC's insurance and banking solutions groups, I perform media relations, banking market account management, and copywriting. Responsibilities include: creative project management, market planning, budget reconciliation, search engine optimization, interfacing with trade publications, supporting Six Sigma quality initiatives, writing Web articles, ghostwriting articles, and writing and coordinating press releases. Also write: brochures, flyers, customer stories, direct mail, e-Blasts, Web content, ads and advertorials, catalogs, events materials, posters and graphics.

*Special Achievements at CSC:*

- *Productivity:* Although writing is only one-third of my duties, for three years I have been ranked as the No.1 or No.2 writer in the department in number of jobs completed.
- *Customer satisfaction:* I took over account management of a consistently discontented business unit, and within a year achieved 100% satisfaction in an informal marketing survey.

**Marketing Director  
PlanView Software**  
Austin, Texas

*PlanView grew from 35 people  
to 225 during my tenure*

*August 1997 to February 2004.*

I founded and led the marketing department for this privately held, global enterprise software company. My department of 3.5 persons was responsible for marketing materials, Web sites, ads, lead campaigns, newsletters, events (both internal and tradeshow), demo CDs, and presentations. Our work helped sales revenues grow by an average of 25% per annum even during the tech bust. I also managed media and analyst relations, chose a PR firm, wrote all marketing materials and ghostwrote articles for trade pubs.

*Special Achievements at PlanView:*

- *Lead generation:* My first redesign of the company's Web site created a more than 400% jump in average leads per month.
- *Analyst relations:* Despite PlanView being a smaller vendor with a fraction of the marketing budget of its competitors, key industry analysts consistently listed it among their Top Three.

**Communications Specialist  
ASOMA Instruments**  
Austin, Texas

*No longer in business*

*May 1993 to August 1997.*

For this manufacturer of x-ray fluorescence elemental analyzers, I wrote and designed brochures, case studies, newsletters, flyers and datasheets. I also wrote and created ASOMA's first Web site. I wrote all the company's press releases and built up the press release database, ultimately generating one-fourth of the sales leads.

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Other Relevant Experience:  
(15+ years total in marcom)

- Copywriter for CompuAdd, a competitor of Dell, Austin, Texas
- Technical Editor for MCC, a high-tech research consortium, Austin, Texas
- Regional Marketing Manager for Guaranty Savings Bank of Dallas, Texas; formerly First Federal Savings of Austin, Texas
- Account Manager and Copywriter for DESIGN2, a graphics agency, Austin, Texas

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#### EDUCATION AND HONORS

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- Bachelor of Fine Arts from the University of Texas at Austin, with an emphasis on advertising design and copywriting
- Also most of a minor in Zoology
- Dean's List, member of freshmen women's honor sorority
- National Merit Scholar
- On-going industry , technology and Web workshops and online classes
- YWCA Outstanding Woman award
- Awards in essay writing, published fiction and black-and-white photography

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#### INTERESTS AND OTHER

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- Member of Science Fiction and Fantasy Writers of America
- Member of Austin Screenwriters executive committee
- Long-time member of Writers' League of Texas
- Taught at UT Informal Classes and other venues
- Presented, moderated and taught dozens of writing-related panels, workshops, readings and retreats
- Game design for Wizards of the Coast
- Read/speak some French, some Spanish, smattering of German

References: Available on request