WENDY WHEELER

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SUMMARY

Creative Marketing Professional with a focus in digital marketing and product launches for tech solutions. Social media marketing and storytelling expertise to help differentiate commodity products. A high-level view of corporate branding paired with the ability to pull a detailed understanding of product solutions from tech resources and executives, to go to market (GTM) more effectively. Proven high productivity as individual contributor or managing cross-functional teams. Large marketing skillset. Specific experience:

- Digital marketing (Twitter, Marketo, DemandBase)   - Global product launches, event management
- Internet of Things, financial services, storage   - Budget setting, forecasting, P&L
- Media/analyst relations, partner/channel marketing - Content marketing, website creation, SEO/SEM

PROFESSIONAL EXPERIENCE

MICRON, Austin, TX   Apr 2017 – Nov 2021
Communication Strategist
For this successful enterprise storage technology vendor based in Boise, began in the Data Center Marketing group; created product and solution messaging for go-to-market and outbound marketing projects, performed project planning and management, 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. Micron ended my FT position December 2017 and hired me as a contractor (thru Experis).

DELL, Commercial IoT, Austin, TX   July 2015-Feb 2017
Product Marketing & Messaging
Messaging Manager for intelligent IoT gateways and embedded PCs, a new, entrepreneurial LOB at Dell for the Internet of Things; an IDC global survey identified Dell as an IOT leader, thanks to my messaging. 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 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
Part of new 4-member marketing team for BFSI (banks, financial service, securities and insurance) services. Led sales and marketing programs with cloud services, big data, workforce productivity, and other enterprise solutions. Team was restructured when divestiture occurred (sold to NTT Data).

- 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 of creative employees in a Six Sigma project that cut schedules by 28% and improving quality of deliverables. Started as Senior Editorial/Media Relations Manager and promoted to Marketing Communications Manager.

- Led pilot projects using Eloqua campaigns, social media and SEO/SEM; delivered 500+ web and print campaigns, pieces of print and video collateral, industry tradeshows, 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+ percent per month with analysis, rewrite and redesign of the company's Web site.
- 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 major channel generating revenue.

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, LiveJournal, 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

Alternate email: wendywheeler@earthlink.net
For examples of my marketing projects:
http://www.wendy-wheeler.com/eportfolio.html