

Eric Wetzel

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Summary

I am a senior communications consultant, content producer, and creative project manager with a background in writing, fundraising, digital marketing, and computer programming. I simplify complex information into narratives for a variety of technical and nontechnical audiences. I also lead and collaborate with cross-functional teams and am certified in data analysis and visualization by The University of Texas at Austin.

Core Skills

Leadership of Distributed and Diverse Teams, Interpersonal Communication, Adaptability, Change Management, Crisis Management, Writing and Storytelling, Creativity, Digital Fluency

Experience

Founder and Principal | Wetzel & Company | Austin | 12/2016 – Current

- Provide strategic communications, fundraising, technical writing, video production, social-media management, and content marketing services to private companies, nonprofit organizations, major law firms, university entrepreneurs-in residence, and candidates for statewide and local office
- Recruit and supervise distributed teams of web developers, software engineers, graphic designers, search engine optimization (SEO) specialists, data providers, filmmakers, and others
- Performed customer experience (CX) mapping, technical writing, and communications strategy development for World Education Services, North America's largest credential-evaluation service
- Achieved number-one Google search results for client content in injury law, a competitive field
- Manage donor-communications campaign for a Texas-based affordable-housing organization with 50,000 subscribers, raising and allocated hundreds of thousands of dollars over five years
- Served as senior communications advisor to 2018 Texas Attorney General candidate Justin Nelson, who came within 3.6 percentage points of victory

Vice President of Communications | Shipley & Associates, Inc. | Austin | 08/2012 – 12/2016

- Directly supervised and mentored up to 15 communications and researchers at award-winning public affairs agency specializing in advocacy consulting, crisis management, and media relations
- Managed accounts for members of the Fortune Global 50 and Fortune 500, gubernatorial candidates, large legal teams, trade associations, and the nation's ninth-largest political donor
- Served as media spokesperson and produced positive coverage in *The New York Times*, *The Wall Street Journal*, *The Washington Post*, CNN, *USA Today*, Bloomberg News, Politico, *BusinessWeek*, HuffPost, and other news outlets, driving legal verdicts and settlements totaling more than \$1 billion
- Oversaw statewide advertising campaign leading to multiple million-dollar legal settlements

Communications Director | Shipley & Associates, Inc. | Austin | 08/2004 – 08/2012

- Placed hundreds of media stories on behalf of a technology firm engaged in litigation with 70 major financial institutions, leading to more than \$500 million in legal verdicts, settlements, and royalties
- Wrote proposals that won client contracts worth hundreds of thousands of dollars and annual reports for a \$350 million foundation, successfully managing its grantee relations

Editor | West Egg Communications, Inc. | New York | 11/2007 – 10/2003

- Served as one of the initial editors and writers at *Book* and *Sea Ray Living*, a pair of national consumer magazines covering the publishing and boating industries
- Successfully positioned *Book* as an acquisition target to Barnes & Noble, grew its circulation to 1.4 million, managed its customer focus groups, and helped it win a National Magazine Award
- Managed more than 20 staffers and freelancers and project budgets of \$20,000 or greater
- Interviewed bestselling authors and wrote and edited news stories, features, and more

Technical Skills

- **Microsoft 365 and Other Basics**
Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Microsoft Teams, Microsoft Outlook, Google Docs, Google Sheets, Slack, Grammarly, OpenAI/GPT-4, Associated Press (AP) Style
- **Email Marketing and Media Relations**
Mailchimp, Mailjet, ActionNetwork, A/B Testing, Prowly, Muck Rack, Business Wire, PR Newswire
- **Digital Marketing, Web Design, and Web Applications**
WordPress, Canva, Search Engine Optimization (SEO), Search Engine Marketing (SEM), HyperText Markup Language (HTML), Cascading Style Sheets (CSS), JavaScript, Bootstrap, AJAX, Flask, Amazon Web Services (AWS)
- **Artificial Intelligence (AI) and Machine Learning**
Open AI/GPT-4, Gemini, AI-Leveraged SEO Optimization, Multiple Linear Regression, Logistic Regression, Random Forests, Neural Networks, TensorFlow, K-Means Clustering, Scikit-Learn
- **Database Management and Data Interchange**
Microsoft Excel, Structured Query Language (SQL), PostgreSQL, SQLite, JavaScript Object Notation (JSON), Application Program Interface (API), MongoDB, Amazon Simple Storage Service (Amazon S3), Apache Hadoop
- **Data Visualization**
Tableau, Plotly, Matplotlib, Leaflet, D3.js, Dashboard Setup and Maintenance
- **Programming, Data Processing, and Web Scraping**
Python, Pandas, Jupyter Notebooks, NumPy, SciPy, Visual Basic for Applications (VBA), BeautifulSoup, Selenium

Education

Bachelor of Arts in English, Trinity University | San Antonio
Senior Seminars, St. John's College, University of Oxford | Oxford, England

Professional Certifications

Certificate in Data Analysis and Visualization | McCombs School of Business, The University of Texas at Austin | 03/2020 – 03/2021

Board Memberships

Board of Directors | Austin Free Press | 01/2019 – 08/2023
Board of Directors | Austin Bat Cave | 01/2012 – 12/2021
Advisory Council | School of Information, The University of Texas at Austin | 09/2009 – 05/2010