

WENDY WALZ

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A seasoned professional with experience supporting high level executives and a variety of specialized service departments in the creative, financial, information systems and professional services industries.

Summary of Qualifications

- Solid experience in customer and client support including application training and documentation
- Proven ability to master new applications and software to develop documentation and presentations around training and support
- Outstanding multitasking skills and ability to prioritize in both onsite and virtual work environments
- Self-motivated individual with excellent written and verbal communications skills and a dedication to exceeding expectations

Professional Experience

INDEPENDENT BUSINESS CONSULTANT

February 2009 – February 2012

Independent consultant to small start-up business owners seeking operational, business development and marketing support on a long term or per project basis.

Contracted Client: Fabric Studio Software/Fabric On Demand.com
Senior Project Manager

October 2010 – February 2012

- Managed all client relations and served as liaison between production facility and company partners for all product order issues, including the preparation of analytics and industry research reports.
- Strategized online and traditional marketing initiatives with company partners and made recommendations for process improvements based upon customer feedback and sales and marketing reports; maintained social media and other online marketing initiatives across the online craft community.
- Worked with creative and executive team to lead conceptualization of the design and functionality of a new online fabric customization tool built upon the strongest features and designs of existing Fabric Studio software program in partnership with leading custom fabric printing companies.
- Virtually managed team of developers through each stage of product development including requirements analysis, design, coding, unit testing and user acceptance testing phases while providing continuous involvement in the collaborative development of the product; revised project plan as appropriate to meet changing needs and requirements.
- Authored all copy and managed the art direction of graphics as part of a re-branding campaign; created new logo, company tagline and marketing materials.
- Trained company staff on backend administration of website and the maintenance of over 1,000 graphic site images; developed customer support protocol and training documentation to assist with intern and employee development and training.

Contracted Client: Social Media Week, Los Angeles
Event Project Manager

June 2010 – September 2010

- Led planning and coordination of 85 simultaneous events occurring throughout Los Angeles from September 20-24, 2010 in a multi-city global conference addressing emerging trends in social and mobile media.
- Oversaw all aspects of planning committee, including advisory board communications, coordination of meetings and conference calls, and the introduction of event hosts with local event space volunteers.
- Managed all aspects of event volunteer outreach and coordination, acting as central point of contact between event hosts, sponsors, vendors, and volunteer team members.
- Directed business outreach communication for fashion and entertainment categories.
- Secured sponsorship and co-hosts for one of the most heavily attended events of the week, the *Style 3.0* panel discussion and cocktail party at the W Hollywood Hotel.

Contracted Client: Three Squares Inc.

February 2009 – June 2010

Project Manager

- Handled all aspects of client management including team communications, coordination of meetings and conference calls, and the management of daily business priorities in a constantly changing consulting environment.
- Managed all aspects of each client project, acting as central point of contact between stakeholders, vendors, and team members; demonstrated sound prioritization of project tasks and delegated them accordingly.
- Developed client and funding proposals for business development; delivered virtual and in-person presentations on behalf of company President.
- Prepared and submitted all expense reports; maintained client budgets and initiated changes in scope as needed based upon budget shortfalls or overages.
- Exceeded project targets for recruiting venture capital attendance at annual conference and received promotion to event director.

INFOMERCIAL T.V.

July 2007 - September 2008

Project Manager

- Maintained client relations for new and existing e-commerce solutions clientele at leading direct marketing web design firm.
- Acted as single point of contact between executives, development team, clients, and third party vendors.
- Maintained design testing and implementation schedule from conceptual stage through launch.
- Performed QA testing of all client websites; proofread all site copywriting before publishing.
- Coordinated the online marketing, media buying agreements and web advertising campaigns of all clients.
- Compiled all client reports tracking site performance, sales, and marketing campaign results; assisted business development team with creation of proposals and presentations to potential clientele.
- Trained clients on use of ecommerce client sales platform and created training documentation and WebEx demonstrations.

PROTIVITI (Robert Half International subsidiary)

July 2005 - July 2007

Human and Resource Management Lead

- Assigned all consulting personnel to client engagements in a 150+ employee professional services consulting firm.
- Led weekly executive practice meetings to forecast projected staffing needs and resolve outstanding issues.
- Reported to seven managing partners and prioritized business objectives for each client engagement, proactively making staffing decisions by leveraging appropriate skill sets with client industry, service and geographical location.
- Maintained all employee performance evaluations and conducted bi-annual executive performance review meetings to determine overall employee chargeability, promotion schedules and industry development objectives.
- Served as candidate interviewer for recruiting team and led the summer intern program to meet annual hiring goals.
- Conducted sensitive employee exit interviews; developed an understanding of employee retention needs and compiled findings for managing directors and company headquarters.

THE WORKBOOK

June 2001 - January 2005

Project Lead, Print and Stock Photography Department

- Served as primary point-of-contact between hectic production environment and 500+ advertising clients for a leading creative photography and illustration resource directory serving the advertising industry.
- Provided contributing photographer and illustrator agents support with submissions for print and stock image departments; supervised the international shipments of over 3,500 pages of original artwork and photography to Verona, Italy; coordinated the delivery of page proofs to individual advertisers for approval.

- Led presentations of online stock imagery website to clients such as Chiat/Day, Saatchi and Saatchi, and Getty Images and maintained ongoing relationships with customers to improve functionality of the stock imagery web portal; communicated suggestions to technical development team.
- Served on content development team that created one of the largest online stock collections purchased by Jupiter Images (now Getty Images).

VIZIONAL TECHNOLOGIES

April 2000 - May 2001

Customer Relations Manager

- Planned, developed and deployed a technology-based customer and corporate training department for a B2B supply chain management application service provider.
- Developed, coordinated, and conducted end-user classroom instruction using both onsite training and web-based formats.
- Served as liaison between C-level executives, international client base and online user community, fielding all product support inquiries and tracking resolution processes.
- Proactively mapped entire process flow of website using Visio and imported into an advanced Powerpoint multi-media presentation for Board of Directors.
- Served on the Product Steering Committee, Rational Implementation Committee, Localization Committee as Customer Relations representative.
- Initiated research, requirements submittal and evaluation of several outsource support alternatives (EDS, Sykes and CMG) for service provider search.

SWISS RE (formerly UNDERWRITERS RE)

January 1998 - April 2000

IT Help Desk Supervisor and Microsoft Office Suite Trainer

- Supervised central Help Desk operations for multiple international branch offices; answered all incoming calls and email correspondence; maintained extensive support database system tracking support tickets and reporting support team performance.
- Planned, developed and deployed a software support and corporate training program serving user community in insurance company of 200+ employees addressing need for Lotus SmartSuite migration to Microsoft Office 2000.
- Saved company an estimated \$100,000 across Microsoft Office implementation and training delivery timeline by becoming a certified Office expert and delivering training solutions across the nation.
- Served on the Business Continuity and Y2K Team to establish corporate plan for Board of Director approval.
- Served on Executive Move Committee for corporate relocation; served as single point of contact for the coordinated transport, installation, and testing of 200+ company hardware systems.
- Received corporate recognition for on time completion and successful delivery, testing and non-interruption of business systems.

Education

BOSTON UNIVERSITY

B.A., Political Science

Computer and Web Application Proficiency

Proficient in both PC and Mac environments. Experience with the following applications: Microsoft Office Suite; Microsoft Project; Adobe Creative Suite; Quickbooks; Filemaker Pro; Salesforce; Microsoft Great Plains; Final Draft; Wordpress; Google Analytics; WebEx; GoTo Meeting.