Eric Wetzel

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Summary

I am a communications professional, content producer, and creative project manager with a background in writing, fundraising, and computer programming. I simplify complex information into narratives for donors, the public, and other audiences. I also have experience working with cross-functional teams and am certified in data analysis and visualization by The University of Texas at Austin.

Experience

Founder and Principal | Wetzel & Company | Austin | 2016 – Current
- Provide strategic communications, fundraising, technical writing, video production, social-media management, and content marketing services to clients that have included nonprofit organizations, major law firms, North America's largest credential-evaluation service, Baylor University's entrepreneur-in-residence, candidates for statewide and local office, and others
- Recruit and manage teams of up to 10 web developers, software engineers, graphic designers, search engine optimization (SEO) specialists, data providers, filmmakers, and direct-mail vendors
- Manage donor-communication 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 | 2012 – 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 belonging to members of the Fortune Global 50 and Fortune 500, gubernatorial candidates, major law firms, trade associations, and the ninth-largest political donor in the nation
- Served as spokesperson and led to positive client coverage in *The New York Times*, *The Wall Street Journal*, *The Washington Post*, CNN, *USA Today*, Bloomberg News, Politico, *BusinessWeek*, HuffPost, and other major news outlets, driving legal verdicts and settlements totaling more than $1 billion

Communications Director | Shipley & Associates, Inc. | Austin | 2004 – 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 grantee relations

Editor | West Egg Communications, Inc. | New York | 1997 – 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, 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

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, EIN Presswire

- **Digital Marketing, Web Design, and Web Applications**
  WordPress, Canva, Search Engine Optimization (SEO) Management, HyperText Markup Language (HTML), Cascading Style Sheets (CSS), JavaScript, Bootstrap, AJAX, Flask, Amazon Web Services (AWS)

- **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 and Data Processing**
  Python, Pandas, Jupyter Notebooks, NumPy, SciPy, Visual Basic for Applications (VBA)

- **Web Scraping**
  Beautiful Soup, Selenium

- **Machine Learning**
  Multiple Linear Regression, Logistic Regression, Random Forests, Neural Networks, TensorFlow, K-Means Clustering, Scikit-Learn

Education

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

Certifications

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

Board Memberships

Board of Directors | The Center for Austin Independent Journalism | 2019 - 2023
Board of Directors | Austin Bat Cave | 2012
Advisory Council | School of Information, The University of Texas at Austin | 2009 - 2010
Board of Directors | Friends of Barton Springs Pool | 2008 - 2009