

# 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, and computer programming. I simplify complex information into narratives for the public, donors, and both 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
- 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
- Performed customer experience (CX) mapping, technical writing, and communications strategy development for World Education Services, North America's largest credential-evaluation service

### 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 belonging to members of the Fortune Global 50 and Fortune 500, gubernatorial candidates, nationwide legal teams, statewide and national trade associations, and the ninth-largest political donor in the nation
- 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) 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, Data Processing, and Web Scraping**  
Python, Pandas, Jupyter Notebooks, NumPy, SciPy, Visual Basic for Applications (VBA), BeautifulSoup, 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

## **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 | The Center for Austin Independent Journalism | 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