

# DARCY WHEELER

## CONTENT SPECIALIST



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www.darcywheelerphoto.com

## EDUCATION

### BACHELOR OF ARTS

Communication  
Trinity University  
2007 – 2011

## SKILLS

Blogging

WordPress

Editing

Customer Satisfaction

Graphic Design

User Experience

SEO

Project Management

Attention to Detail

Social Media

Photography

Photoshop

## AWARDS

### Appreciation Award

NECCC (New England Camera  
Council Club) Award for  
Customer Support

## PROFILE

An experienced content marketer with a track of producing engaging, useful content to inform existing customers, as well as prospects through product and industry education. Strong media, communication, and visual arts professional with a demonstrated history of working in the information technology and software industries.

## PROFESSIONAL EXPERIENCE

### CONTENT SPECIALIST

WP Engine/October 2015-Present

- Maintain editorial/content calendar
- Align content with marketing campaigns and product launches
- Develop content including ebooks, case studies, infographics
- Cover industry events on behalf of the company
- Proofread and manage all articles published to WPE blog

### CONTENT + PRODUCT MARKETING SPECIALIST

Topaz Labs/February 2014-May 2015

- Designed online tutorials to ensure post-purchase user satisfaction
- Created content to drive organic traffic to marketing sites to boost sales
- Served as a liaison between customer base and technical product development team
- Clearly communicated development directions to product beta testers to ensure that successful, customer-focused products were rolled out in a timely manner
- Practiced an organized and conscientious approach to product management

### COMMUNITY MANAGER

Topaz Labs/February 2013-February 2014

- Drove positive ongoing engagements between Topaz Labs and its customers
- Assisted and managed support tickets and inquiries across social media channels
- Revised the company knowledge base/support portal articles to better serve customer questions and reduce support inquiries
- Managed social media channels and maintained a social schedule to align with product launches, new content, and general announcements