

Darcy Wheeler

CONTENT DEVELOPER

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PROFILE SUMMARY

Seasoned content specialist with a proven track record of crafting compelling and informative content designed to engage and educate both current customers and prospective clients. Adept media, communication and visual arts professional with a robust information technology and software background.

SKILLS

PROFESSIONAL SKILLS

Content Design | Editing | Blogging | Project Management
Content Optimization | Analytical Problem-Solving | Style Guides
Brand Alignment | Content Strategy | UX Research | Visual Design

TECHNICAL SKILLS

Photoshop | InDesign | Illustrator | Figma | Google Analytics
HTML | DSLR Photography | WordPress | Drupal | Asana | Trello

WORK EXPERIENCE

CONTENT DEVELOPER AND PRODUCER

Cirrus Logic | Austin, TX | September 2017 – June 2023

- Managed content on an internal intranet using a content management system (CMS).
- Project managed requests for cirrus.com and collaborated with agencies and developers to integrate new online services.
- Conducted UX research for a new intranet, contributing to an improved user and employee experience.
- Produced and curated digital assets for web optimization and storage within a digital asset management (DAM) system.
- Reviewed digital properties to ensure compliance with corporate brand style guides and AP Style.

CONTENT MANAGER

WP Engine | Austin, TX | October 2015 – August 2017

- Managed the content team's editorial calendar, ensuring timely content delivery and coordination with stakeholders.
- Proofread all articles published to the corporate blog and Resource Center, adhering to SEO best practices.
- Supported the marketing/support/sales staff in creating various written collateral such as case studies and white papers.
- Built and maintained content libraries across multiple internal and external channels.

CONTENT MARKETING SPECIALIST

Topaz Labs | Austin, TX | February 2013 – May 2015

- Designed comprehensive tutorials such as blogs and knowledge base articles to enhance post-purchase user satisfaction.
- Conducted A/B tests for marketing campaigns, optimizing performance and understanding audience preferences.
- Managed the company's monthly email newsletter and drove record-breaking click-throughs and open rates.
- Developed clear and impactful copy for various marketing materials that conveyed how to use the product.

EDUCATION

BACHELOR OF ARTS IN COMMUNICATION | Trinity University, San Antonio, TX

August 2007 – May 2011

PROFESSIONAL DEVELOPMENT

INTRODUCTION TO USER EXPERIENCE

June 10, 2022

HECMontrealX

UX RESEARCH

August 12, 2022

HECMontrealX