



Wendy Gray ♦ wendygray.com

Professional Summary

Wendy Gray specializes in creating pinpoint-perfect messaging, empowering targeted audiences to take action, and rewarding them for their time. Wendy's experience as a B2B and B2C writer, editor, storyteller, PR practitioner and content manager spans 20 years of published copy, including regular contributions to America's largest magazine and multimedia group, Dotdash Meredith. A social media and digital communications pioneer, Wendy is also versed in UI/UX content. Wendy's honed expertise includes branding and positioning for industry-leading marketers, as well as earned coverage in some of the world's foremost media outlets, including *The Wall Street Journal*, *Sports Illustrated*, *Women's Wear Daily*, *ESPN*, *Architectural Digest* and *Good Morning America*.

Career Experience

Senior Writer – Marketing | Aventiv Technologies, a Platinum Equity Holding (2022-present)

Synopsis: Nation's leading communications and media technology platform for rehabilitative justice – REMOTE

- ◆ Spearhead multi-faceted, cross-functional marketing projects to consistently promote best-in-class content
- ◆ Develop, write and edit long- and short-form copy – technical and creative – with proficiency and efficiency
- ◆ Operate within a 10-person internal agency tracked by state-of-the-art admin and project management tools
- ◆ Leverage Securus, JPay, AllPaid and Aventiv brands to drive awareness, interest, user engagement and sales
- ◆ Navigate complex tech concepts, translating them into straightforward communications for multiple audiences
- ◆ Partner with leadership, product, communications and legal teams to deliver targeted, clear and accurate messaging for: websites, apps, social media, email, CRM tools, collateral, videos, sales presentations, SEO/SEM and SMS channels

Owner – Freelance Writer/Editor and Content Manager | Gray Matter Communications (2002-present)

Synopsis: Hired-gun consultancy delivering deadeye marketing communications strategies and killer copy – REMOTE

- ◆ Supply timeline-sensitive, end-user-engaging content for category-killing brands and progressive media outlets
- ◆ Contribute dozens of articles and features to *Better Homes and Gardens* magazines, books and digital channels
- ◆ Launch startups and facilitate company rebrands to secure marketplace dominance across sectors and segments
- ◆ Ghostwrite executive speeches, whitepapers, positioning statements, blogs and press advisories using brand voice
- ◆ Research trends and behaviors to generate spot-on thought leadership pieces, elevating dominance and profitability
- ◆ Serve discriminating clients such as Principal Financial Group, Tero International, Wells Fargo Bank, The Iowa Clinic, Pella Windows & Doors, Blue Willi's, K&V Homes, FutureNet, Library Binding Services and Liberty Mutual Insurance

Director – Corporate Communications | The Waldinger Corporation and Affiliated Brands (2011-2022)

Synopsis: Dominant mission-critical data center mechanical contractor, with \$750M in annual revenue – REMOTE

- ◆ Directed all marketing and communications initiatives for the organization's multiple brands and 40-plus locations
- ◆ Managed all seven internal and external websites and their content management systems as super administrator
- ◆ Sourced, wrote, edited and posted three articles each day for an intranet accessed by thousands of employees
- ◆ Administered Google (Analytics, Business Profile, Maps, YouTube), SEO/SEM, social media and survey vehicles
- ◆ Created and oversaw the companies' first: responsive websites, e-newsletters, digital advertising, brand voice, logo/graphic identity standards, proposal templates, email marketing, online merchandise stores, A/B tested ads, reputation management program, live marketing presentations, marketing catalog, sales recognition platform, acquisitions communications, crisis communications coaching and plan, award-winning product and explainer videos

Education | Endorsements

- ◆ Bachelor's | Electronic Communications and Journalism | Production, Performance, Writing | University of Northern Iowa
- ◆ Certification | Nutrition and Wellness Consultant | AFPA – American Fitness Professionals and Associates
- ◆ Certification | Personal Fitness Chef | NESTA – National Exercise and Sports Trainers Association
- ◆ Certification | Crisis Communications | PRSA – Public Relations Society of America

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With Grace