

WALKER PALECEK

512-745-4551 | writetowalker@gmail.com | Houston, TX

Samples: writetowalker.com | LinkedIn/WalkerPalecek

SUMMARY

Proven track record of hitting key business goals by delivering the right content to the right people at the right time. Skilled at explaining technical solutions and showing their value to different audiences. A resourceful problem solver and expert multitasker, known for leading communications strategies and easily managing cross-functional projects.

CORE COMPETENCIES

Content Development, Training, Onboarding, Product Enablement, Customer Education, Customer Communications, Technical Writing, Process Improvement, Product Marketing, Product Operations, Information Architecture, Project Management, Cross-functional Collaboration, Growth Mindset

PROFESSIONAL EXPERIENCE

Senior Product Marketing Manager • Lob (API-first direct mail automation platform) • 2023 to 2024

Content Marketing Manager, Developer Experience • Lob • 2022 to 2023

- Aligned Product and Revenue teams to drive cross-functional go-to-market strategy and execution for product and feature launches.
- Ex: Supported all phases of the beta rollout for the Figma-to-Lob plugin developed to allow our non-technical persona to take advantage of a core product feature (HTML).
- Conducted product enablement sessions to enhance marketing, sales, and customer teams' knowledge and improved their ability to communicate functionality and value propositions to increase customer acquisition and expansion.
- Planned, developed, and managed content—for blog posts, social media, customer newsletters, technical marketing content, sales enablement assets, onboarding playbooks, and knowledge base documentation (tutorials, quickstart guides, etc.)—that positively impacted customer activation, time to value, product adoption, and customer retention.
- Corralled customer marketing and customer communication across departments to streamline processes, eliminate redundancy, and deliver more strategic messaging.
- Identified and executed content distribution strategy for self-serve customer channels to expand outreach; organically increased developer engagement metrics by over 200%.
- Secured event sponsorships to increase brand awareness, managed logistics and promotion, designed and procured marketing collateral, and conceptualized a mobile application to increase engagement and demonstrate product offerings.
- Organized and conducted hackathons to foster innovation and ignite product development.

Project Manager • Uber Freight (Parcel TMS software) • 2009 to 2021

- Marshal Business, Engineering, and Operations leaders to manage complex SaaS and on-premise parcel TMS software implementations; champion accountability, efficiency, and documentation to keep projects on track.
- Served as an implementation manager for concurrent projects for Enterprise and Fortune 100 DTC e-commerce companies. In 12 months, led 72 software implementations ranging from 14-180 days, resulting in 400 million packages shipped.
- Analyzed client needs, gathered requirements, estimated costs, authored SOWs, and created project plans. Owned all internal & external communications to align and manage project expectations, minimize risks, remove roadblocks, and track/report progress.
- Backfilled Product Manager role to supervise product development and new product introduction, including content design and UX writing, and creation of software documentation (user guides, etc.) and user training.
- Instrumental in exponential expansion to include a 25% increase in new customer acquisition, launch of the first new product in over ten years, process migration to new software platforms, and tripling of staff through hands-on training.
- Served as SME and key liaison to integrate existing product suite into parent company's ecosystem including development and documentation of customer onboarding process.
- Curated content library and authored sales collateral for sales enablement, product marketing content, technical documentation, corporate communications, and customer outreach in alignment with brand identity and business strategy.

Technical Marketing Writer • Prowess Consulting • 2023 to 2023

- Wrote technical research reports, white papers, marketing and sales assets (from case studies to battle cards), solution briefs, video scripts, infographics, social media content, and presentations for enterprise organizations.

Content Development • Freelance • 2008 to 2022

- Develop content to tell compelling stories that entertain, educate, and advance branding, sales, and marketing objectives; create concise instructional content, and edit resources for consistent voice and style.
- Support high-profile publications and brands including TED talks, Paleo Magazine, Reebok CrossFit, Vaughn Weightlifting, and the "Well Fed" cookbook series.
- Amplify thought leadership of company leaders and Staff Software Engineers to educate and inspire developers.

Content Development Coordinator • Robbins Research International • 2002 to 2006

- Worked directly with Tony Robbins and partners to develop content. Supported speaker(s) onsite for 1- to 5-day live events. Wrote event workbooks, byline articles, book endorsements, and written interviews; created summaries of books, transcripts, and meetings; and conducted and presented research for seminars, media appearances, private coaching, and new products.

EDUCATION

- University of Texas, Bachelor of Science
- Possess multiple athletic certifications (to support over a decade of coaching)