

HOLLY M. WECKLER

Marketing, Partnerships & Ecosystem Growth Leader | Web3, Fintech & Developer Platforms

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PROFESSIONAL SUMMARY

Marketing and partnerships leader with 10+ years driving go-to-market, developer ecosystem growth, and community programs across fintech, Web3, and SaaS. Built API partner programs, developer marketing, and product go-to-market at Envestnet/Yodlee, Figment, and Notifi. Currently Director of Partnerships at Detroit Blockchain Center, where programs have drawn 1,000+ attendees and earned national recognition, including a Digital Chamber microgrant and CoinTelegraph coverage. Founder of Copter Consulting, a fractional marketing studio with named clients including Sui Foundation and Stand With Crypto Alliance. Runs the full operational system behind concurrent programs: budgets, CRM-based lead routing, vendor and sponsor management, and cross-functional execution with Product, Sales, and Engineering. Available for North American and international travel.

EVENT OPERATIONS & TECHNOLOGY

- **Event Technology:** Luma, Eventbrite, Tripleseat, Salesforce, Marketo, registration, badging, email automation, AI-assisted workflows
- **Program Operations:** Master calendars, project plans, run-of-show, vendors, budgets, POs, invoicing, reconciliation, lead capture, retrieval and routing, booths, swag, shipping

PROFESSIONAL EXPERIENCE

Director of Partnerships & Board Member | Detroit Blockchain Center | 2020 - Present

- Direct an ongoing portfolio of developer-community programs and public events; led 20+ programs engaging 1,000+ attendees in 2024, including workshops, panels, policy conversations, conference-adjacent programs, and partner activations.
- Selected as 1 of 5 organizations nationally for The Digital Chamber's Policy & Pints microgrant; produced a legislative kickoff on crypto and stablecoin policy with Michigan state representatives in the room and moderated the expert panel (2026).
- Launched Detroit's 2026 builder pipeline with ETHGlobal-sponsored cowork and pitch programming, drawing 86 attendees and fast-tracking the winning founder to the ETHConf main stage.
- Produced Detroit's Bitcoin Pizza Day / Global Pizza Party, growing it from a 40-person meetup into a 250+ attendee event with sponsors, food and beverage, entertainment, giveaways, vendors, and earned media.
- Built co-production partnerships with Sui Foundation, Stand With Crypto, PizzaDAO, Chainlink, and ETHGlobal while managing registration, budgets, logistics, venues, vendors, staffing, and sponsor deliverables.

Founder & Operator | Copter Consulting | 2024 - Present

- Lead a boutique fractional marketing and events studio serving Web3 protocols, startups, and DAOs; named clients include Sui Foundation and Stand With Crypto Alliance.
- Produce community activations end to end: sponsorship, registration, budgets, logistics, venues, vendors, staffing, and sponsor deliverables.

Co-Founder & Operations Lead | Access Point Studios | Jan 2026 - Jun 2026

- Guest-facing technology activation at Great Lakes Crossing Outlets; venture launched, operated, and closed.
- Launched and operated a new technology activation, coordinating mall operations, equipment setup, onsite readiness, customer education, and day-of execution.
- Managed contractor onboarding, training, scheduling, staffing coverage, vendor and merchant coordination, guest engagement, and live promotional activations.

Director of Advancement (Contract) | Austin Catholic High School | Jan 2025 - Aug 2025

- Owned the annual engagement calendar and operating plans for fundraising campaigns, alumni programs, the Golf Classic, and the Athletics Raffle, including milestones, vendors, budgets, contracts, purchase orders, invoices, and onsite execution.

- Delivered \$80K+ in new event and campaign revenue through targeted outreach, sponsor engagement, registration management, and disciplined follow-up workflows.
- Modernized advancement operations and segmented email communications, improving campaign consistency, audience targeting, and response tracking.

Advancement Officer | Notre Dame Preparatory School | Sept 2023 - Nov 2024

- Exceeded a \$600K annual fundraising goal and launched the first Day of Giving, raising \$80K, 33% above goal, from 400+ donors through full logistics, promotion, live management, and follow-up.
- Grew leadership giving 150%, from \$80K to \$200K, adding 40 new \$1K+ donors and securing multiple \$25K gifts through relationship-driven programs and events.
- Managed event budgets, registration and attendee lists, vendor coordination, contracts, invoices, sponsorship fulfillment, production details, and post-event stewardship.

Product Marketing Manager | Notifi Network | 2022 - 2023

- Web3 communication infrastructure; \$10M Series A.
- Owned go-to-market strategy across 10+ partner integrations, coordinating positioning, launch plans, content, email, community channels, and cross-functional execution.
- Produced webinars, AMAs, and digital partner programs, managing promotion, registration, attendee communications, speaker coordination, and post-event nurture sequences.
- Partnered with Product, Sales, and ecosystem teams to translate technical capabilities into clear audience journeys, adoption campaigns, and measurable follow-up.

Developer Marketing Lead | Figment / DataHub | 2021 - 2022

- Web3 infrastructure platform; \$1.4B valuation after \$110M Series C.
- Scaled developer programs including learn-and-earn campaigns, hackathons, workshops, and partner activations across emerging L1/L2 networks.
- Produced field content and developer engagement at ETHDenver 2022, coordinating partner needs, onsite schedules, booth readiness, swag, shipping, and attendee experience.
- Executed cross-functional partner campaigns with blockchain networks, coordinating email outreach, content, community, events, and follow-up to drive participation and adoption.
- Built repeatable developer pathways and case-study processes that translated technical infrastructure into clear programs, use cases, and sales proof points.

Senior API Program Manager | Envestnet | Yodlee | 2016 - 2021

- Fintech data aggregation and developer platform; acquired by Envestnet for \$590M.
- Managed API partner programs and developer relations across the United States and Europe, coordinating concurrent events, executive stakeholders, partners, and cross-functional teams.
- Supported large-scale financial technology summits with 2,000+ attendees, including the Envestnet Advisor Summit, managing programming, sponsor deliverables, attendee communications, production details, and onsite readiness.
- Served on the planning team for the Women's Investment Summit and produced a private experience within the larger conference portfolio for women in financial services.
- Delivered 15+ developer hackathons with enterprise partners including PNC and Citibank, expanding API awareness and adoption among institutional audiences.
- Built Salesforce and Marketo lead-routing workflows that directed event and partner leads to the appropriate department and sales representative, supporting timely follow-up and pipeline visibility.
- Managed registration, attendee lists, badging, booths, swag, shipping, vendors, budgets, invoices, reconciliation, and post-event handoff; moved programs online during COVID-19 and doubled participation.

EDUCATION

BBA, Marketing, Management & Advertising (Cum Laude) | Northwood University

AA, Advertising (Cum Laude) | Northwood University

Delta Mu Delta International Honor Society | Pi Kappa Delta National Forensic Honor Society | 1st Place, Persuasive Speaking, Central Michigan Conference