

Holly M. Weckler

(248) 321-0289 | Holly.M.Weckler@gmail.com | <https://www.linkedin.com/in/hollyweckler/>

Field & Partner Marketing Leader | B2B FinTech & Financial Services

Strategic Global Events & Marketing Leader with 15 years of experience driving growth across FinTech and emerging technology organizations. Known for turning complex products into clear, localized campaigns that help sales teams win new business and deepen client relationships. Brings a hands-on, execution-first approach to regional marketing, events, and sales enablement, while partnering closely with cross-functional teams to ensure strategy actually lands in the field. Recognized for creative leadership that turns vision into measurable results.

Board & Advisory Leadership

Detroit Blockchain Center

January 2020 – Present

Director of Partnerships | Board Member

- Built and managed strategic partnerships with global blockchain organizations to position Detroit as a regional hub for Web3 innovation.
- Directed annual event programming (20+ events, 1,000+ attendees) focused on community, policy, and education across Detroit, Ann Arbor, and Grand Rapids.
- Collaborated with city leadership, universities, and the Global Blockchain Business Council (GBBC) to align programming with Detroit's economic development goals
- Acted as field marketing lead for regional initiatives, translating national narratives into Detroit-focused activations.

Professional Experience

Copter Consulting (Concurrent)

October 2024 – Present

Founder & Principal Strategist

Fractional marketing & partnerships studio for Web3/FinTech builders.

- Directed go-to-market strategies and partnership development for early-stage Web3 and FinTech startups.
- Served as day-to-day marketing partner for stakeholders, delivering client-ready collateral, localized messaging, and event programs.
- Planned and executed regional events and activations, managing vendors, logistics, materials, and post-event follow-up.
- Led the Detroit launch for Sui Blockchain with Mysten Labs managing the co-marketing strategy and event logistics.
- Executed cross-community activations for PizzaDAO (Bitcoin Pizza Day) and Stand with Crypto, including a multi-day POAP Scavenger Hunt and policy panels to drive user onboarding and grassroots political involvement.
- Developed and deployed a Blockchain 101 course to onboard new users to crypto and the Helium DePin project.

Austin Catholic High School

January 2025 – October 2025

Director of Advancement & Alumni Relations (Contract)

- Led modernization of advancement systems and donor engagement strategy for a private Augustinian high school.
- Designed an integrated annual plan that combined data-driven segmentation, storytelling, and community-building.
- Delivered \$80K+ in new revenue across the Golf Classic and Athletics Raffle campaigns, engaging families and local sponsors.

Notre Dame Prep**September 2023 – November 2024***Advancement Officer*

- Developed a donor engagement strategy that expanded leadership giving by 150%, increasing annual contributions from \$80K to \$200K.
- Exceeded the \$600K annual fundraising goal by adding 40 new \$1K+ donors, securing two \$25K gifts
- Launched the inaugural Day of Giving, generating 400+ 'donations' and \$80K (33% above goal) by implementing a multi-channel outreach and incentivized ambassador program.

Notifi**August 2022 – May 2023***Product Marketing Manager*

- Organized multi-channel campaigns with major blockchain integration partners such as Solana, Arbitrum, Avalanche, NEAR and others to drive adoption, engagement, and customer acquisition.
- Wrote customer case studies and co-marketing content for Twitter, Discord, LinkedIn and Live AMA sessions.
- Connected developer community and product teams, delivering insights that influenced roadmap decisions and reduced churn.
- Organized VIP networking events and partner activations at Web3 conferences to expand visibility, strengthen product-market fit, and generate qualified leads.

Figment**August 2021 – July 2022***Developer Marketing Manager*

- Spearheaded learn-and-earn developer initiatives and hackathons, onboarding thousands of participants across multiple L1/L2 ecosystems.
- Led co-marketing collaborations with Solana, Terra, and The Graph that accelerated ecosystem adoption.
- Created a customer case study process that began with onboarding to share new use cases and strengthen ecosystem credibility.

Investnet Yodlee**June 2015 – January 2021***Senior API Program Manager*

- Led Global FinTech event strategy, managing budgets, sponsorships, negotiated vendor contracts, logistics, and execution across major hubs in North America and Europe.
- Spearheaded developer hackathon program (15+ events) with major institutions (PNC, Citibank), significantly driving API adoption and expanding brand visibility
- Transitioned in-person events to digital platforms during COVID-19, doubling online participation and expanding Yodlee's digital presence.
- Supported sales teams through field marketing initiatives, event activations, and RFP support, coordinating inputs and delivering client-ready materials.

SKILLS

Field Marketing & GTM Execution | Sales Enablement | Regional Campaigns & Events | Advisor & Partner Marketing Strategic Partnerships | Ecosystem Development | Co-Marketing Campaigns | Sponsorship Negotiation | Sales Pipeline Development | Digital & Multi-Channel Campaigns | Brand Strategy | Public Relations | Content Development | Creative Briefs | Event Marketing & Production | Community Engagement | FinTech & Blockchain Ecosystems | API & Product Marketing Strategies | Customer & Developer Acquisition | Stakeholder

EDUCATION

Bachelor of Science, Business Administration – Northwood University

Delta Mu Delta, International Honor Society