

# *Lori* WILSON

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## *highlights*

**TECHNOLOGIST AND MARKETER** • Twelve years of experience in email marketing and CRM systems, including Salesforce, Oracle Eloqua, Microsoft Dynamics, Deltek Vision, ClickDimensions and Constant Contact. Well-versed in WordPress and writing and editing HTML and CSS. Passionate about using data insights and technology to clearly communicate the University of Wisconsin–Madison’s value.

**CREATIVE PROBLEM-SOLVER** • Experienced in designing and accomplishing innovative projects with limited time and budget. Proficient at translating data analysis into solutions. Friendly liaison and clear communicator with experience partnering with stakeholders on-campus and beyond. Able to balance multiple projects and priorities while remaining focused on and measuring effectiveness of overall strategy.

**VERSATILE COMMUNICATOR** • Diverse background in marketing and communications, sales, events and public relations. Adept at effective, targeted communications with a variety of audiences via digital and print channels, including email and direct mail, social media and advertising.

## *experience*

2019 - present UW-Madison Division of Continuing Studies Madison, Wisconsin

### **MARKETING AUTOMATION ADMINISTRATOR**

- Help more than 40 user groups succeed in Oracle Eloqua by leading training, troubleshooting and providing guidance on standards and best practices.
- Support units across the university in all facets of Eloqua, including marketing automation, custom data objects, dynamic content, and campaigns and programs.
- Created on-boarding program, all internal and external training documentation and supporting websites.
- Co-Chair of Academic Staff Communications Committee.

2014 – 2019 UW E–Business Consortium Madison, Wisconsin

### **MARKETING & COMMUNICATIONS DIRECTOR**

- Developed, executed and measured marketing and communications plans for university-industry partnership with more than 80 member companies across Wisconsin.
- Served as lead on all web, email, CRM and video platforms, including managing upgrades and platform changes, building solutions, partnering with internal and external stakeholders, negotiating with consultants, and establishing policies and processes.
- Led selection of and migration to new email marketing and automation platform, resulting in clearer metrics, integrated CRM reporting and streamlined message design.
- Directed member communications (online, print and social media), content development, and event promotion to engage diverse audience, adding and retaining members.
- Supported 800-attendee annual conference by creating and implementing a comprehensive marketing plan, recruiting speakers, and liaising with campus and business executives. Registration grew by 30% with a 45% increase in revenue. Led sponsor sales and coordination, resulting in a 41% increase in sponsor revenue.
- Planned the UW EBC’s 20th anniversary celebration, including collaborating with university and business leaders, coordinating special event details and acquiring special proclamation from the governor’s office.
- Conducted first rebranding in eight years to refine message, realign with UW brand and clearly illustrate value of membership.

*experience,* continued

2014 – 2017 UW Internet of Things Lab/Center Madison, Wisconsin

**MARKETING & COMMUNICATIONS MANAGER**

- Established new center on-campus as IoT authority with business and campus audiences through public relations campaigns catered to students, university leaders and private industry.
- Worked with students to translate IoT concepts and projects into posters, presentations and events for the public.

2010 – 2014 Mead & Hunt, Inc. Madison, Wisconsin

**SENIOR MARKETING COORDINATOR**

- Directed proposal workflow between technical, business development and marketing resources in a deadline-driven environment. Business unit produced more than 50% of the company's billings, and personal win rate was 10% higher than industry average.
- Led marketing initiative for annual air service development conference, including planning, registration, promotion, and hosting
- Collaborated with airport and government clients to create public outreach materials, reports and executive summaries.
- Organized and completed marketing program, trade show plan and collateral to support overall aviation business plan and branding initiatives.

2008 – 2010 Topeka High School Madison, Wisconsin

**REUNION COORDINATOR**

2007 – 2008 McKeough Land Company, Inc. DeForest, Wisconsin

**MARKETING COORDINATOR**

- Generated, allocated and tracked annual and project-based marketing plans and budgets for 13 Wisconsin developments.
- Managed Wisconsin campaigns, including all public relations, advertising, web content, direct mail and e-mail to generate nationwide leads.
- Led branding strategy and created all print and digital materials for three new communities.

2004 – 2007 Herff Jones Yearbooks Madison, Wisconsin

**INDEPENDENT YEARBOOK SALES REPRESENTATIVE**

- Won accounts totaling \$350,000 in territory of pre-K through university clients, including UW–Madison.
- Supported clients in the production of yearbooks, calendars and supplements. Service included coordinating production schedules, writing and design instruction, technical support, marketing and budgeting.
- Acted as instructor, planner and public relations specialist for yearbook workshops and national conventions.

*education*

1999 – 2003 Kansas State University Manhattan, Kansas

**BACHELOR OF ARTS IN MASS COMMUNICATIONS – PUBLIC RELATIONS, MINOR IN WOMEN'S STUDIES**

- Phi Beta Kappa.
- Worked as public relations intern, yearbook editor and marketing director, and newspaper designer.

*references*

- Provided upon request.