

Lori WILSON

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highlights

COLLABORATIVE LEADER • Proactive director with experience excelling in a fast-paced, highly entrepreneurial setting at UW–Madison. Able to balance multiple projects and priorities while remaining focused on and measuring effectiveness of overall strategy. Leader of loyal teams who go above and beyond to serve organization’s mission.

RESOURCEFUL 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 to partners on-campus and beyond.

EXPERIENCED MARKETER • More than 15 years of hands-on experience in marketing and communications, sales, events and public relations. Adept at effective, targeted communications with a variety of audiences via digital and print channels to clarify identity, increase loyalty and advance reputation.

university of wisconsin experience

2021 – present UW–Madison Division of Facilities Planning & Management Madison, Wisconsin

STRATEGIC COMMUNICATIONS & MARKETING DIRECTOR

- Lead marketing and communications for the Division of Facilities Planning & Management, which is responsible for the entire 936-acre UW campus that includes 420 buildings, as well as grounds, walkways and roadways, parking lots, vehicles, and utility generation and distribution systems.
- Create strategic communications plans to inform, persuade and motivate stakeholders, including local and state partners, campus leaders and customers.
- Plan and execute employee communications and events for UW–Madison's largest nonacademic unit and one of the most diverse divisions on campus. FP&M employees work all shifts across campus, speak all six supported languages and include academic, hourly and trades staff.

2019 – 2021 UW–Madison Division of Continuing Studies Madison, Wisconsin

MARKETING AUTOMATION ADMINISTRATOR

- Promoted Eloqua to increase on-campus adoption, which grew 400% in 16 months. Helped more than 90 user groups across the university succeed in all facets of Oracle Eloqua marketing automation, email marketing and associated analytics. On-boarded, created training for, instructed and provided technical support to entire user base.
- Collaborated with Oracle, consultants, UW–Madison DoIT, and technology and communications leaders across campus to increase Eloqua awareness, troubleshoot and implement solutions.
- Supported division’s mass texting pilot programs, including service selection and implementation.

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. Directed member communications (online, email, print and social media), content development, and event promotion to engage, add and retain 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.

university of wisconsin experience, continued

- Served as lead on all web, email, CRM and video platforms, including managing platform changes, building solutions, and partnering with internal and external stakeholders. Results included clearer metrics, integrated CRM reporting and streamlined message design.
- Conducted first rebranding in eight years to refine message, realign with UW brand, build reputation and clearly illustrate value of membership.

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 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.

2017 – present Academic Staff Communications Committee Madison, Wisconsin

CO-CHAIR AND MEMBER

- Member and co-chair of standing committee that works with other campus units and organizations to foster communication relevant to academic staff. Co-led website redesign and currently leading e-newsletter reboot.

additional experience

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. Organized and completed marketing program, trade show plan, editorial calendars, and collateral to support overall aviation business plan and branding initiatives.
- 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.

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. Led branding strategy and created all print and digital materials for three new communities. Managed Wisconsin campaigns, including all advertising, public relations, web content, direct mail and e-mail to generate nationwide leads.

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

B.A. IN MASS COMMUNICATIONS – PUBLIC RELATIONS, PHI BETA KAPPA