




KELSEY OTERO

CONTACT

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EDUCATION

EXECUTIVE PROGRAM

University of Pennsylvania, PA
Social Impact Strategy Certificate, 2022

MASTER'S DEGREE

Marquette University, WI
MBA, 2014
GPA 3.959/4.0

BACHELOR'S DEGREE

University of Notre Dame, IN
BBA, Marketing, 2009
GPA 3.471/4.0; Major GPA 3.875/4.0

LEADERSHIP

40 Under 40 Winner, Milwaukee
Business Journal

Board Member, Westtown
Association & BID #5

Board Member, International Town
and Gown Association

Co-Chair, Near West Side Partners,
Commercial Corridor Working Team

Fellow, Anchor Institution Task Force

Member, Milwaukee 2020 Host
Committee Leadership Council

Coxswain, University of Notre Dame,
Women's Varsity Rowing

Media

[Milwaukee Business Journal – Opinion
Difference Maker Marquette University
Rev-Up MKE – tv interview
Rev-Up MKE – print story](#)

WORK EXPERIENCE

Marquette University

Recognized community leader who is dedicated to building mutually beneficial partnerships and accelerating impact.

Sr. Director of Community Engagement | January 2023 – present

- Lead the university's cross-campus community engagement strategy, regularly convening campus stakeholders and community partners
- Onboarded new departments with CRM system to track service engagements, resulting in a 68% increase in recorded hours
- Implemented new process for sponsorship submissions, including a strategy for funding decisions aligned with strategic plan
- Recognized by Princeton Review as [#1 for community service](#)
- Partnered with the city on special projects including placemaking efforts, pedestrian safety, securing permits, and economic development

Director, Innovation | July 2021–December 2022

- Responsible for growing the [707 Hub](#) space, programming, and fundraising
- Supported 60+ entrepreneurs open new businesses in Milwaukee

Associate Director, Social Innovation | August 2016–June 2021

- Launched the 707 Hub, a 3000 sq. ft. university [innovation space](#)
Stewarded over \$800,000 in new grant funding to support social innovation initiatives
- Created the [Rev-Up MKE](#) program; generated 5 new businesses & 30+ local jobs
- Increased engagement at annual pitch event by 250% in virtual environment

Social Innovation Coordinator | June 2014–July 2016

- Increased pitch competition applicants by 25% and launched employee mentoring initiative to support the finalists
- Created “Champions for Change” content featured at Men’s basketball games

Lands' End

MBA Marketing Intern | June - August 2013

- Managed the bonus point offers and email communication for new customer loyalty program
- Implemented triggered email campaign to convert buyers to a new category, generated a 6.2% site conversion

The Marketing Arm

Honed client management & partnership marketing skills; managed relationships with 10 Olympic athletes, 36 National Governing Bodies of Sport (NGBs), and activated 2 USOPC sponsorships

Account Executive | June 2010 - August 2012

- Developed strategy for client's activations at various sponsorship events including Olympic Trials, Little League World Series, and Special Olympics World Games
- Created unique employee events to volunteer & refurbish an Olympic Training site
- Developed partnership announcement with Special Olympics, garnered 30+ MM impressions in 24 hours

Account Coordinator – Olympic Marketing | July 2009 - May 2010

- Expert with Olympic brand usage/marks; oversaw approval process for creative
- Managed client's 2010 Olympic Winter Games USA House activation

The Coca-Cola Company

Sports Marketing Intern | June - August 2008

- Presented marketing activation ideas for the 2009 Special Olympics World Games
- Supported Coca-Cola's Olympic and Team USA marketing activation & planning