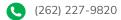
# **KELSEY OTERO**

## CONTACT



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Milwaukee, WI

in linkedin.com/in/kelsey-otero

# 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, Westown 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

- o 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
- o Created the Rev-Up MKE program; generated 5 new businesses & 30+ local jobs
- o 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
- o 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

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