

KELSEY S. 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
Business Administration, Marketing, 2009
GPA 3.471/4.0; Major GPA 3.875/4.0

LEADERSHIP & AWARDS

40 Under 40 Winner, Milwaukee
Business Journal

Participant, AITF Anchor Fellow

Judge, Milwaukee Awards for
Neighborhood Development
Innovation (MANDI)

Board Member, International
Town and Gown Association

Member, Milwaukee 2020 Host
Committee Leadership Council

Co-Chair, Near West Side
Partners, Commercial
Development Working Team &
Meaningful Youth Engagement

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

WORK EXPERIENCE

Marquette University

Recognized for developing bi-directional, meaningful partnerships and accelerating impact & change on-campus and in the community.

Sr. Director of Community Engagement | January 2023 – present

- Leading the university's cross-campus community engagement strategy
- Serve as chief community officer, advancing anchor partnerships in Milwaukee

Director, Innovation | July 2021-December 2022

- Responsible for all aspects of Marquette's 707 Hub innovation space, programming, and fundraising
- Launched Student Made Marquette, an online marketplace for student entrepreneurs

Associate Director, Social Innovation | August 2016-June 2021

- Launched the 707 Hub, a new 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 which has generated 5 new neighborhood businesses and 30+ local jobs
- Increased engagement at annual pitch event by 250% in virtual environment

Social Innovation Coordinator | June 2014-July 2016

- Managed a shark tank style competition. Increased total applicants by 25% and improved quality of applications received
- Created "Champions for Change" content featured at Men's Basketball games

Lands' End

Part of a cross-functional team working on the loyalty program, email, and digital marketing content

MBA Marketing Intern | June - August 2013

- Managed the Lands' End bonus point offers and email communication for the 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 USOC 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 client's creative
- Managed client's 2010 Olympic Winter Games USA House activation in Vancouver

The Coca-Cola Company

Integral part of the Coca-Cola Olympic team preparing for Beijing 2008 Games.

Sports Marketing Intern | June - August 2008

- Presented marketing activation ideas for the 2009 Special Olympics World Games
- Finalized NCAA Men's & Women's Final Four Post Program Analysis