

Summary of Core Competencies: Executive Leadership, Strategic and Tactical Marketing, Public and Community Relations, Brand Creation and Management, Web Strategy & Integration, Social Media Strategies, Personnel Management, Communication and Interpersonal Finesse.

EXPERIENCE

June 2012 – Present

Chief Communications Officer

Associate Dean for Communication, Facilities and Technology

University of Wisconsin – Madison. Wisconsin School of Business (WSB)

Member of the Dean's Executive Team with responsibilities of school brand management, strategic communications, and infrastructure with oversight of four units: Integrated Marketing Communications (earned, owned, and paid media), Academic Technology & Web (instructional technology, usability, and school website), Information Technology Support (infrastructure, security, customer relationship management (CRM) and user support) and Building & Conference Services.

- Provide executive leadership and oversight of WSB's brand, integrated marketing & communications, consumer insights, academic technology & web, information technology solution (infrastructure & enterprise) and facilities with over 50 personnel, 5 direct reports.
- Led and successfully executed a rebranding for Wisconsin School of Business, which included in-depth research of prospective students, current students, faculty, staff and alumni. Project created foundation for strategic communication of key differentiators for the Wisconsin School of Business. Project included development of a brand manual and toolkit for school and national media campaign.
- Created first strategic communication plan for the Wisconsin School of Business consisting of communication goals and objectives to promote our academics and research to prospective students, faculty and external communities. Report is updated on an annual basis and created focus for efforts, achieving quarter over quarter significant increases in media mentions resulting in increased brand visibility and equity.
 - Earned Media: increased media mentions by 207% with WSB expert mentions in Bloomberg Businessweek, Wall Street Journal, The New York Times, Yahoo!News, MarketWatch, Reuters, Wisconsin Public Radio, Milwaukee Journal Sentinel, The Cap Times, Milwaukee Business News, and Poets and Quants
 - Owned: users and sessions increased by 41.1% and 25.8% respectively, social sharing of content increased by 13%.
 - Paid: increased new users to web site by 5,800 users, 18% increase in total impressions, organic search increased 37% compared to previous year, and Google Adwords search campaign generated over 500,000 impressions and 2,091 clicks.
- Developed and implemented first strategic IT plan for Wisconsin School of Business used to monitor resources, plan for large projects and ensure IT was aligned and supported the school's strategic vision.
- Project Visionary and Executive Sponsor for implementation of school CRM system which required customization of Microsoft Dynamics and custom websites to manage prospective student inquiries, lead management and communication to application. The project transformed admission and communication processes within the school (undergraduate, graduate and Ph.D.) while creating transparency of relationships and communication allowing for improved coordinated and strategic engagement to occur with prospective students and corporate partners. Through project School is now able to track effectiveness

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of enrollment marketing efforts, gain prospective student interest insights, and track lead conversion to successful admits as well as track key metrics for school.

- Executive Sponsor and Project Owner for web redesign project. Completely re-architecting School website for responsive design, usability, and ADA compliance. Using agile project management, releases to wsb.wisc.edu are made public to meet business cycles. Project is currently under-way with expected completion of 2017. Using analytics to track desired actions by users, reach release has seen dramatic improvements in user taking desired actions determined by Google analytics tracking users and sessions to application or event attendance.
- Co-chair space management committee which serves as an advisory committee to the dean on overarching principles and support of space remodels and allocation in support of school's strategic initiative for education innovation, learning and collaborative work spaces.
 - Design and execution of new Active Learning Collaborative Classroom. Project converted to small computer classrooms into a space that can be used as two separate active learning classrooms with technology (flipped and hybrid classes) or that can be used as one large active learning classroom accommodating up to 114 students.
 - Remodel of External Relations (alumni, corporate, and development) offices into open, collaborative work space to facilitate desired behaviors of units and as a showcase for school.
 - Incorporate new school brand through beautification efforts within Grainger Hall (home of Wisconsin School of Business). Several custom art installations (created by internal Integrated Marketing Communication designers) were created to bring the new brand of the school to life through visual storytelling.
 - Completion of a feasibility study for a three story Learning Commons that will renovate current Business Library to include a Financial Lab, five active learning classrooms, and a variety of study/meeting spaces for students.
 - Executive Sponsor of \$12 Million Dollar three-story Learning Commons include a Financial Lab, five active learning classrooms, and a variety of study/meeting spaces for students.
- Served as interim Associate Dean for Budget and Finance December 2015 – July 2016 overseeing budgeting, financial reporting, and Financial Management Office in addition to Associate Dean for Facilities, Communication and Technology responsibilities.

UW - Campus Engagement:

Divisional Technology Advisory Group (chair 2016), UW-Madison's University Relations Council, Madison Technology Advising Group (chair 2015), Teaching Learning & Technology Madison Advisory Group, UW-Madison Institutional Branding Working Committee, Center for Leadership Development Student Marketing Committee Mentor, Wisconsin Idea Seminar 2014, 2014 - 2015 UW-Madison Joseph F. Kauffman Administrative Program, MOR CIC IT Leaders Program 2016

Presentations:

2013 University Relations Council – Wisconsin School of Business' Brand Discovery
2014 UW- Madison Showcase – Poster on Lifelong Relationship Management Project
2014 Women & Leadership Symposium Presenter: *The Quietest Voice in the Room: Leading and Succeeding as an Introvert* presented with Patricia Dickenson and Heidi Zoerb
2017 STAMATS Adult Student Marketing Conference Co-Presenter "Unlocking Your Brand's Potential"

Awards:

Internet2 2017 Gender Diversity Award

July 2011 – May 2012 (Interim VP from February 2011 to July 2011)

Vice President for Institutional Advancement, University of Texas at Brownsville

Lead Division of Institutional Advancement in addition to driving marketing and communication initiatives (News and Information, Creative Services, and Web Communications.) Completely reorganized, streamlined and increased efficiency of division, while also overseeing board relations, development, alumni relations, annual fund and, advancement services, during extensive state budget reductions and the turmoil of the separation of UTB and TSC.

- Responsibility of \$2.5M divisional budget and oversight for 30 personnel, 7 direct reports.
- Increased FY 2011 philanthropic gifts by 33 percent.
- Effectively reorganized News and Information, Creative Services, Web Communications, Development, Alumni and Annual Fund, and Advancement Service into three service areas to meet FY 2012 budgetary reduction. Results include: improvement of philanthropy revenue, alignment of marketing and development messaging, work efficiencies through automation as well as improved teamwork, collaboration and productivity despite decreased front-line staff and loss of two associate vice presidents.
- Envisioned and orchestrated automation of on-campus announcement (e-mail and web page) to streamline mass announcements that reduced internal “spam” and staff time.
- Led the strategic and creative planning for 2012: rebranding initiative for UTB including new logo, positioning and branding campaign (initial launch re-scheduled to Spring 2012 due to separation; campaign is complete and ready to unveil), as well as integrating branding and communication, development, enrollment and community campaigns.
- Influential member of President’s Executive and Provost’s Council.

May 2008 - July 2011

Associate Vice President for Marketing and Communication, University of Texas at Brownsville

Forged and defined new AVP position to guide strategic marketing plans creating a consistent, unified message for the institution. Managed the institution’s advertising agency, News and Information, Creative Services, and Web Development. Created one new cohesive unit; built a reputation of strategic integrated marketing strategists that resonated across campus.

- Managed \$500K marketing budget for institutional branding, support of enrollment efforts; 16 individuals, 5 direct reports.
- Developed, orchestrated and approved all institutional marketing messages (visual and text) to advance institutional strategic goals.
 - Streamlined processes and increased Creative Services job output from 300 jobs per year to over 1000 with existing staffing levels.
 - Conceived, developed and led highly successful ‘No Boundaries’ Fall 2009 Enrollment Campaign; increased student registrations by 12 percent. Each subsequent semester achieved similar results.
 - Created “Have a great summer while you get a head start” enrollment campaign for 2010; yielded 14 percent enrollment increase, 20 percent increase in credit hours.
 - Developed first institutional brand standards and style guidelines for all marketing, advertising, web, e-mail, and publications.
 - Launched UTB’s use of social media (Facebook, YouTube, Twitter, LinkedIn, and Flickr) integration with overall marketing efforts.
- Led development and fulfillment of institutional strategic marketing plan: incorporation of methodology to track campaign effectiveness through phone traffic, web traffic, internet advertising click through reports, and incoming freshman surveys.

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- Conceptualized and championed first institutional Integrated Marketing Committee to create collaborative cross-campus marketing efforts and increased communication across both UTB and TSC.
- Created and implemented Social Networking Committee to synergize departments/offices pursuing social networking; discussed issues, concerns, developed best practices for tracking and goal setting to drive marketing initiatives.
- Managed top-level institutional web pages and oversight of Facebook, YouTube, Twitter, and social media advertising. Implemented first-ever internet tracking mechanism using Google Analytics.
- Co-chaired Provost Web Taskforce of all divisional vice presidents and deans; created a unified web site design and navigation widely supported and completed January 2011. Over 1000 pages and 140 sub sites created during project – on time, on budget, on target and compliant with Texas and Federal ADA 508 laws.
- Key member of Crisis Communication Team; planned for and enacted protocols for institutional shutdown for natural and manmade events (Hurricane Dolly in July 2008 and H1N1 2009), international border incidents (spillover violence from Mexican drug wars that affected campus and forced two campus shut downs).

UTB Committee memberships:

Partners for Postsecondary Success Promotion Committee, Integrated Marketing Committee (Chair), Quality Enhancement Program Marketing (Chair), Search Committees (Human Resources Director, Athletic Director, Associate VP for Development (Chair)), Institutional Cost Containment, Get Out to Vote Registration, Register to Vote Initiative, Infectious Disease Advisory Committee, Emergency Response Team, Veterans Task Force, Provost Web Taskforce Co-Chair, Homecoming, 20th Anniversary Marketing (Chair), 20th Anniversary Publication/Video Committee (Co-Chair), University College Administrative Advisory Committee

March 2002 – May 2008

Marketing Manager, Synergetics DCS, Inc. (Information Technology Consulting), Starkville, MS

Marketing Activities:

- Developed and launched new corporate identity: company logos, tag lines, slogans, all marketing materials; oversaw redesign of company web site.
- Developed marketing campaigns incorporating direct mail, e-mail, and telemarketing, as well as governmental and commercial sales support to customers and generate qualified leads.
- Developed and implemented annual marketing plan: budget, timelines, assignments, and evaluations.
- Developed Marketing/Sales Campaigns - produced annual sales increase of Interactive White Boards by 88%, IP Telephony phones systems by 175% and a huge gain of 3029% in SPAM and SPY ware appliance sales).
- Monitored state and federal funding programs (E-Rate, Enhancing Education through Technology Grants, Title Programs, Gates Foundation Library Grant, etc.) for potential sales opportunities for information technology services to K-12 districts within the state (primary client base).
- Developed marketing, led outside sales of professional development services; increased department revenues by 40%.
- Public Relations efforts (via multiple article placements in state business magazines included the accomplishment of Synergetics DCS being named in the Mississippi Business Journal's Top 100 Privately Held Companies and Best Places to Work); this built brand identity for Synergetics DCS, Inc. within the state of Mississippi. New markets entered included: commercial and educational.

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Management Activities:

- Reorganized sales department aligning Sales Account Managers and geographical customer territories. Trained sales staff and monitored campaign progress.
- Oversaw all company recruiting efforts: management of employment agencies, Internet and higher education resources, state resources. Conducted candidate assessments for three office locations as well as annual comparative salary surveys.

March 2000 to March 2002

Account Representative, The Coulter Company (Media Placement Agency), Knoxville, TN

- Developed outdoor advertising media plans for clients that included Jeep and Chrysler.
- Saved clients an average of 40% on outdoor advertising venues.
- Managed day-to-day account activities.

August 1995 to December 1999

Print Supervisor, Skyvision, Inc. (Direct Marketing Company of Satellite Equipment), Fergus Falls, MN

- Supervised, negotiated and managed internal/external resources, personnel, budget and all print production projects.
- Improved print quality through ongoing consulting with printers and designers; supervised color approval.
- Project manager for catalogs and sales flyers; drove project plans for long and short-term company schedules.
- Reduced mailing & production costs by utilizing mail pooling, reprints with black plate changes to achieve budgetary and response rate goals.
- Identified ways to better utilize company resources.
- Supervised Circulation Coordinator.

Previous management positions in real estate and banking

EDUCATION

Ashford University (MA) Organizational Management

University of Denver (BA) Mass Communication emphasis Public Relations
Minors in Speech Communication and Italian

MEMBERSHIPS

2012 to present Educause
2009 to present Council for Advancement Services in Education
2008 to present American Marketing Association