

Lynn R. Wilson

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PROFESSIONAL SUMMARY

- Exceptional marketing professional with 15+ years leading, creating and defining dynamic experiential marketing initiatives and campaigns, leveraging resources for efficiencies and authentic brand experiences.
- Leader capable of cultivating and building teams, developing cross-functional relationships and delivering on objectives and goals through proven methodologies and operating procedures.
- Innovator focused on delivering profitable solutions by creating unique brand culture engagements onsite and virtually. Solid background producing B2B, trade shows, conferences, sponsored and proprietary tentpole activations.

PROFESSIONAL EXPERIENCE

LRW Enterprises, LLC, New York, NY

2017 - Present

Owner/Experiential Marketing Consultant

Clients: Global Brands Group (Sean John), KerBe Productions, ENY Cultural Alliance

- Focus on implementing marketing solutions for corporate brands to reach maximum exposure and KPIs. Developing customized event integrations through identifying new and existing opportunities for sponsored and proprietary programs resulting in an impactful, relatable consumer experience.

UniWorld Group, Inc. (a WPP Company)

2002 – 2017

Director, Event Operations and Sponsorships (2008 – 2017)

Clients: Ford Motor Company, Lincoln Motor Company, Colgate-Palmolive, Home Depot, Amtrak, US Marines, Pfizer

- ***Lead*** strategic planning and event executions to promote agency's top clients through profit-growing experiential initiatives for both sponsored and proprietary activations while expertly defining 360 consumer experiences, overseeing the events department, operations and staff development. Interfaced with clients, senior executives, cross-functional teams, and third party vendors to develop event marketing objectives and strategies, program content, logistics, measurement platforms and CRM methodologies to evaluate event results and impact. *Received several promotions during tenure with UWG.*
- ***Increased*** Lincoln Motor Company's awareness and favorable opinion goal by **15%** within the multicultural market for the 2017 calendar year.
- ***Surpassed*** projected activation goal by **6%** for all major Ford AACM experiential initiatives.
- ***Overhauled*** events department's operating system by developing structured policies and procedures to create consistent, efficient methodologies to achieve yearly ISO (International Standardize Operations) certification.
- ***Built*** and led a high-performing, brand-driven marketing team, developed relationships with internal/external teams, and vendors through hands-on leadership, mentoring, empowerment and accountability to impact overall agency's sustained business growth.
- ***Implemented*** event marketing plans with annual budgets exceeding \$10 million including, but not limited to, event strategies, ideation, contract negotiations, budget execution of sponsored events from beginning to end which *increased sales, revenue and exposure for clients consistently by 2%-6% from 2015-2017.*
- ***Spearheaded*** talent partnerships and sponsorship negotiations and alliances with external partners; directed clients and internal executives on best practices and industry trends.

Senior Events Marketing Manager (2004 – 2008)

- **Cultivated** brand integration through executing experiential promotional and CRM campaigns for agency clients and creating strategic alliances with celebrity, corporate and media partners.
- **Negotiated** major brand and talent integrations with client's brand which included a multi-year event and commercial partnership with NBA legend and entrepreneur, Ervin Magic Johnson and R&B music group New Edition.
- **Developed** a motivational speaker's tour with networking guru George Fraser to increase awareness of FMC's minority owned businesses through B2B networking initiative.
- **Executed** successful event series for Ford's Minority Supplier and Dealer Development to engage business consumers and franchisees resulting in **25% increase** to overall database.
- **Enhanced** US Marines recruiter's program by targeting college students at sporting/tailgating events to increase awareness, favorable opinion and increase outreach database.
- **Enforced** structure and flow of the event activation; oversaw all event logistics, planning and budgets and provided event debrief documents and finalized budgets.

Events Marketing Manager (2002 – 2004)

- **Created** matrix outlining client's sponsorship objectives to building brand equity and incremental sales through large scale national properties while tracking budgets, consumer sights and sales.
- **Established** brand awareness for Ford among AA students by developing a HBCU Business Plan Competition promotion to encourage entrepreneurship and with US Marines recruiter's program by creating a college Classic Tour at key AACM sporting events around the country.
- **Developed** major award show activations for multicultural markets including pre-awards shows for the Grammy's and Oscar's celebrations.
- **Launched** multiple national and regional events with targeted attendance of between 35,000 – 300,000 consumers.

EDUCATION

Bernard M. Baruch College - Awarded Bachelor of Arts

Google Digital Garage - Fundamentals of Digital Marketing - Certificate Awarded

Health Education Services LLC - Pandemic Compliance Advisor - Certificate Award