

Jordan Milan

Summary

Accomplished professional with more than 20 years of experience, including more than a decade in higher education. Experience in marketing planning, project management, strategy, business plan development, media relations, communications, enrollment management, government affairs and branding experience using both digital and traditional mediums.

Experience

Associate Vice Chancellor of Enrollment and Marketing

University of Wisconsin - Superior ~ Superior, WI

January 2023 - Present

Provides oversight, leadership and supervision to the following units on campus: University Marketing and Communications, Undergraduate Admissions, International Admissions, Financial Aid, and the Registrar. Manage and meet enrollment targets through the recruitment of all student populations, online as well as on-campus and throughout the university, serves as the public information officer, and works to strengthen communication with groups and organizations in Superior, the region and the state. Conduct research on potential new academic degree programs in close collaboration with the Provost and Dean of Academic Affairs. Serves as Chief of Staff to the Chancellor. Member of the Curation Visioning Team, which ensures recruitment initiatives related to the institutional strategic plan are carried out and that future enrollment goals for the institution are met.

Member of the following groups and committees:

- Chancellor's Staff
- Chancellor's Cabinet
- Curation Visioning Team
- Forward Superior Strategic Planning Team
- UW System Marketing Workgroup
- UW System Senior Strategic Enrollment Officers

Senior Communications Officer

University of Wisconsin - Superior ~ Superior, WI

June 2017 - January 2023

Lead the University Marketing and Communications department, which includes marketing strategy, planning and implementation, graphic design, website development and management, social media, videography, photography, media relations and government affairs. Serve as the legislative/public affairs liaison and the public information officer. Provide communication support to the chancellor and other groups/departments on campus. Represent the Office of the Chancellor at key events. Serve as spokesperson for the university. Received UW-Superior's Community Engagement Award in 2021 as part of the COVID-19 response team. Initiated and served as principal agent on the development of UW-Superior's employee intranet and the redevelopment of uwsuper.edu.

Member of the following groups and committees:

- Chancellor's Staff
- Chancellor's Cabinet
- Strategic Planning Core Team
- Bias Intervention and Response Team
- 125th Anniversary Celebration (co-chair)
- Board of Regents Meeting Committee (co-chair)

Senior Marketing Planner

The College of St. Scholastica ~ Duluth, MN

October 2010 - June 2017

Developed and implement marketing efforts for undergraduate admissions and several other departments. Worked closely with the admissions, financial aid, faculty and IT teams to create campaigns that increased, nurtured and guided prospective student leads, and generated applications, deposits and enrollments. Efforts helped the College exceed enrollment goals for 2016-17 academic year by 23 students, and record applications for the 2017-18 year.

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Identified gaps and solutions for improving the student experience throughout the admissions, financial aid and orientation process. Developed and maintained email campaigns to nurture students through the recruitment funnel. Created and managed undergraduate admissions blog, www.scholasticastudents.com. Worked in collaboration with the college communications team to identify public relation opportunities and student stories that helped highlight the College.

Worked closely with Senior Executive Director of Marketing on overall college brand campaign execution, from print ads to organizing and managing our presence at the Minnesota State Fair. Served as Interim Senior Executive Director of Marketing while she was on leave of absence, managing a department of nine.

Member of the following committees and subcommittees (most recent listed here):

- Inauguration Committee (for the inauguration of St. Scholastica's 12th President)
- Strategic Enrollment Plan Committee
- Customer Relationship Management (CRM) System Implementation Committee

Adjunct Instructor

October 2010 - May 2014

The College of St. Scholastica ~ Duluth, MN

Served as an adjunct instructor for MKT 4500: Bluestone Ad Agency. In this course, students gained interdisciplinary experience working for a simulated advertising agency. Student teams were matched with clients looking for various marketing needs. I co-taught this course, developed curriculum, matched students with clients/businesses and mentored students throughout their projects. Bluestone clients include the Duluth Playhouse, Duluth Art Institute, Duluth-Superior Area Community Foundation, Visit Duluth, Animal Allies, WDSE-TV, Duluth Greater Downtown Council, Boys & Girls Club of the Northland, Northern Lights Foundation and GPM Inc.

Account Executive

WestmorelandFlint ~ Duluth, MN

February 2007 – October 2010

Developed digital and traditional marketing plans and campaigns for clients. Conducted and managed tactical execution among the creative, interactive and other specialized teams, ensuring projects are completed on-time, on-budget, on-message and follow brand standards. Calculated and tracked project plans, budgets and timelines for the team and client. Managed client social media spaces. Worked in partnership with our interactive division to perform search engine optimization services, search engine marketing management and online tool creation. Fostered relationships by counseling clients on marketing issues and providing recommendations based on their needs and business objectives.

Vice President of Marketing

Hibernicor, LLC ~ Minneapolis, MN

October 2005 – November 2015

Created a comprehensive business plan as an independent consultant for a startup medical device company, including the development of the marketing plan and financial pro forma. Business plan has made the top 10 of the Minnesota Cup in two separate years, as well as winning a business plan competition at the University of St. Thomas School of Entrepreneurship.

Marketing and Communications Coordinator

University of St. Thomas ~ Minneapolis, MN

September 2002 – February 2007

Strategized and executed marketing initiatives for continuing education programs. Managed database of more than 150,000 to ensure targeted, personal communications, as well as performing database segmentation for mail list and analysis purposes and advising colleagues on database procedures. Formulated, prepared and tracked marketing budgets for each campaign. Negotiated vendor contracts and align partnerships with professional associations. Develop campaign project plans and timelines using Microsoft Project. Collected, compiled and organized data to create targeted mail plans. Reported campaign results to program managers.

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Education

Crisis Communication Certification

Public Relations Society of America ~ New York, NY

Received: December 2017

Master of Business Administration

University of St. Thomas ~ St. Paul, MN

Graduated: May 2007

Project Management Certification

University of St. Thomas ~ St. Paul, MN

Received: April 2003

Bachelor of Arts, Business Administration

Double Concentration: Marketing Management and Business Communication

University of St. Thomas ~ St. Paul, MN

Graduated: May 2001

Volunteer Activities

Marketing Chair

Lake Superior Dragon Boat Festival

March 2020 – August 2022

Managed and implemented marketing efforts to support the Lake Superior Dragon Boat Festival, including design updates of marketing and sponsorship collateral, redevelopment of website, paid media placements and earned media.

Board of Director Member

Superior Rotary Club 40 ~ Superior, WI

July 2019 – July 2020

Serve as membership chair, responsible for increasing new membership and providing guidance to the Rotary President on retaining existing members.

Capital Campaign Communications Chair

Chester Bowl Improvement Club ~ Duluth, MN

October 2016 – March 2020

Part of a volunteer leadership team responsible for a \$1.8 million capital campaign to renovate the Thom Storm Chalet at Chester Bowl Park. Developed the communications plan (both silent and public phases), lead a team that developed the campaign theme, wrote the case statement and developing other fundraising material.

Development Committee Volunteer

Chester Bowl Improvement Club ~ Duluth, MN

May 2014 – October 2016

Providing fundraising and development support that promotes sustainable, quality programs for all Chester Bowl Park users in a healthy and safe environment.

Executive Board Member

American Advertising Federation ~ Duluth, MN/Superior, WI

May 2008 – April 2011

Served as chair of the media auction committee, which raised scholarship funds for local college students. Chaired public service committee, working with community leaders on a homeless awareness campaign.

House Builder and Fundraiser

Habitat for Humanity ~ Petén, Guatemala

February 2005

Raised funds to cover materials needed to build houses in Guatemala. Traveled to Guatemala and took part in foundation construction. Recognized for work efforts with a special award from the team leader.