

# Josie Willman

2456A N Bartlett Ave • Milwaukee, WI 53211  
224-406-1263 • jwillman@uwm.edu

---

## EDUCATION

**University of Wisconsin -Milwaukee, School of Architecture & Urban Planning, Milwaukee, WI** **May 2019**

*Master's Candidate in Urban Planning*  
*Specialization: Transportation Planning*

**The Ohio State University, Fisher College of Business, Columbus, OH** **May 2015**

*Bachelor of Science in Business Administration*  
*Specializations: Marketing and Logistics*  
*Minor: International Studies (Globalization)*

Major GPA: 3.88  
Overall GPA: 3.58

- Honors Research Distinction in Marketing
    - Thesis: The Sharing Millennials: How differences in sharing behaviors affect mobile app usage among Western and Eastern consumers
  - Marketing Global Lab Program (Singapore)
    - Developed and delivered a presentation to Wendy's executives in Singapore addressing how to create an effective value menu in Asian markets to combat the dominant street food vendors
  - Industry Cluster Program: Consumer Packaged Goods (CPG)
    - Worked in a semester group project for JM Smucker's to develop a national integrated marketing campaign for Folger's to increase brand resonance, receptiveness, and acceptance for Gen Y consumers; presented to Smucker's executives
- 

## WORK EXPERIENCE

**L Brands – Bath & Body Works (BBW), Reynoldsburg, OH** **August 2015 – August 2017**

*CRM & Marketing Strategy Analyst*

- Utilize IBM/Unica Campaign, a database extraction tool, to develop and execute direct mail and email campaigns by ensuring proper audience selection, segmentation, and flexibility based on business updates
- Collaborate with email vendor partners to ensure accurate email file deliveries and check accuracy of returned file data
- Pull and manipulate data through Teradata database, SAS, and SQL to troubleshoot issues, address ad-hoc customer questions, and develop customer insights
- Work with BBW Stores team, BBW Direct team, and Strategic Analysis & Model partners to develop and align on execution strategy and segmentation for email and direct mail campaigns
- Partner with Stores Testing team to understand impact of test groups on email execution, communicate to business partners
- Assist the Social/PR team on the analysis and reporting of the social analytic metrics used for each platform
- Identify opportunities and implement change to streamline and automate execution processes and supporting spreadsheets to increase efficiency
- Initiated and executed education series to foster better working relationships between all cross-functional partners and the work each respective team performs and the impact each have on other teams

**L Brands – Victoria's Secret, Reynoldsburg, OH** **May 2013 – May 2015**

*Customer Marketing Intern – Marketing Operations*

- Visually documented campaign requirements using Microsoft Visio, segmented customer data, and sent customer files to printer vendor for the monthly birthday direct mail campaign
- Responsible for weekly updates and distribution of direct mail and email execution schedules and tracking campaigns against milestone dates
- Created a dynamic and updateable form in Excel for teams across the business to submit ad-hoc requests to Marketing Ops team to assist in providing essential details and eliminate unnecessary communication during execution
- Collaborated with printer vendors to check customer information to ensure accuracy of variable data for direct mail pieces
- Utilized complex formulas in Excel to update an existing campaign document to help automate data input resulting in two hours of time savings
- Tracked the monthly, seasonal, and annual number of email and direct mail activities for year over year comparison

**The Ohio State University Dining Services, Columbus, OH** **October 2012 – May 2013**

*Marketing Assistant*

- Assessed the 26 dining facilities on campus and assisted the operation managers on improvement of location
- Conducted research for the rollout of a campus university operated food truck
- Designed and created more than 50 informational handouts for dining facilities, residence halls, and Office of Student Life

# Josie Willman

2456A N Bartlett Ave • Milwaukee, WI 53211  
224-406-1263 • jwillman@uwm.edu

---

## LEADERSHIP & VOLUNTEER EXPERIENCE

### **Buck-I-SERV Advisory Board**

**May 2014 – May 2015**

*Advisory Board Member*

- 1 of 15 students chosen to serve on a cohort to plan and execute alternative service trips for 1,000+ students to over 70 different locations
- Created educational tactics to help train and educate trip leaders
- Facilitated small group discussions among trip leaders to prepare them for their future service trips
- Helped develop Twitter and Facebook strategies to increase engagement with past, current, and future participants

### **TEDxOhioStateUniversity**

**January 2013 – January 2014**

*Registration and Ticketing Committee*

- Organized registration process structure for about 1,000 registrants
- Planned and implemented promotional strategies regarding registration for event

### **Alpha Chi Omega Sorority**

**January 2012 – May 2015**

*Publications Chair*

**April 2012 – May 2014**

- Created and distributed several alumni and parent newsletters informing about past, current, and future events

### **Other Involvement:**

- Pelotonia Volunteer for L Brands (August 2016)
  - Business Honors Program (September 2011-May 2015)
  - Collegiate Winds Ensemble (September 2011-May 2013)
  - Columbus Arts Festival Volunteer (2012-2013)
  - Columbus Marathon and Cap City Half Marathon Volunteer (2011-2013)
  - Fisher International Friends Program (August 2013-December 2013)
  - Manhard Consulting, Ltd. (March 2011-December 2012 (Seasonal))
- 

## HOBBIES & INTERESTS

- I grew up in the Chicago suburbs with my parents, sister, and many dogs throughout the years.
- I have played soccer, tennis, piano, trumpet, saxophone, and guitar and I am still an avid enthusiast of each.
- My hobbies and interests include traveling, music, art, photography, cooking, reading, maps, and musicals.