

Carol Pritzlaff Voss

Milwaukee, WI 53207 

Well-travelled, engaged Milwaukee native focused on supporting innovation and building cross-sector partnerships. Active and interested in strategic philanthropy, creative community building and the power of education and the arts. Positive energy, continuous learning approach. Social media savvy.

Skills

- Partnerships and community engagement, well-networked dot connector
- Internal and external strategic communications within corporate, academic, nonprofit and healthcare environments
- Active team leader or member
- Servant leadership philosophy
- Community affairs, public relations
- Collaborative, consensus builder
- Creativity, innovation and digital marketing

Experience

2018-PRESENT

Corporate & Foundation Relations

MATC Foundation, Milwaukee WI

Philanthropic foundation/corporation relationship development lead on Advancement team focused on program growth and sustainability, innovation, scholarship, Promise, more. Strategy, community relations, meetings, partnership development, writing, speaking and networking visibility to support critical student programs for future success for our region's workforce development and training needs. Alumni Network reboot, marketing, and social strategy. Google environment, Raisers Edge.

2017

Global Events Marketing Manager (Contract)

Victory Personnel for Rockwell Automation, Milwaukee WI

Limited term contractor within a highly-matrixed global company while Global Events Marketing Manager is on extended leave. Role on cross-functional global events planning teams for several national manufacturing partnership, training and sales-focused events. Built and executed on smart timelines, logistics plans, created brand and message guidelines, marketing signage, ads and promotional assets, developed video asset management plan, more. Workflow and systems platforms include Kapost, sales communications and more within a Microsoft 365 office environment.

2015-2016

Director of Communications & Special Projects

Creative Alliance Milwaukee, Milwaukee, WI

Short term creative placemaking pilot project lead w/Project for Public Spaces, Southwest Airlines at The Spot 4MKE involving community-engaged, ground-up planning, multi-dimensional public initiative, showcasing Milwaukee's creative ideas, community, performers, products and spirit supporting start up and micro-entrepreneurialism. Representing, collaborating, partnership development with area downtown leaders, government, business groups and initiatives. Organizational communications, social media and other special projects and conference planning. Special events, presentations, launches.

Shipping container marketplace exploration and planning, downtown vitality and street level connectivity projects involving travel and meetings with urban planners in comparably-sized cities (Denver, Cleveland, Las Vegas, Portland). Best practice sharing with thought leaders. Remote workplace.

2015-2019

Board Director (Part-Time)

Milwaukee Public Schools, Milwaukee, WI

Elected, chose not to run for second term. MPS Foundation Board, Committee Leadership. 20 schools.

2004-2015

Public Relations & Marketing Director

IndependenceFirst Inc., Milwaukee, WI

Top Communications and Marketing role at \$35 million nonprofit disability organization. Leadership responsibility for budget and strategic plan development and execution on corporate community relations, media relations, marketing, special events, digital web, social media. Community partnership building with key community and business leadership, sponsorship, volunteers, Board. Corporate Blog roll-out. Website revision project management including content and responsive architecture. Vendor relations, branding and differentiation strategy. VIP relations (sports, elected officials, Broadway, film and TV). Departmental HR and management. Content management CMS - Kentico, Joomla.

Education

MS Business /UW Milwaukee

BS Occupational Therapy / University of Wisconsin (UW), Madison

Activities

Social media leadership: ILRU keynote (Minneapolis), TACIL trainer (Austin), NCIL Social media national conference session presenter (Washington DC), webinar co-presenter; author ExecSense social media chapter (Amazon), guest columnist (BizTimes)
Innovation: Pending patent application (aging, universal design), Social Enterprise Alliance
Awards: Milwaukee Business Journal Woman of Influence Award (2011), BMA Excellence – Social Media, Video, Coloring Book, Website (2012), WAMI (2013)
Volunteer: WI Occupational Therapy Association Board (1992-4), Founder & Chair Chill on the Hill Concert Series (2005-2014), TEMPO Membership Engagement, Discovery Event Chair (2015), Branding Subcommittee – Near Westside Partners (2015-2017)