

TODD WILSON - Executive Director/CEO

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CORE COMPETENCIES

- Strategic and Tactical Planning
 - Managing People and Projects
 - Mentoring, Coaching, and Training
 - P/L Management
 - Budget Prep and Forecasting
 - Financial Development
 - Change Management
 - Board Governance
 - Marketing
 - Public Relations
 - Social Media
 - Media Relations
 - Business Development
 - Event/Conference Planning
 - Research and Data Gathering
 - Contract Negotiations
 - Continuous Learner
 - Web Development
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SUMMARY OF SKILLS & EXPERTISE

- Identifying and pursuing strategic business opportunities through partnerships and/or alliances;
 - Consensus building in complex, diverse settings;
 - Ability to think and operate strategically;
 - Strong, crisp speaker and communicator, comfortable presenting winning presentations to, and engaging with, all levels of business and community leaders;
 - Persuasive skills, written and verbal;
 - Developing and creating communication strategies that consider all stakeholders and are aligned with organizational priorities, messaging, and objectives;
 - Incubating solutions to organizational problems;
 - Donor identification, cultivation, solicitation, stewardship, and follow-up; selecting the right person to ask the right person, at the right time, for the right amount, in the right way, for the right reason;
 - Utilizing social media marketing to identify, reach, and mobilize important brand advocates;
 - Ability to identify market segments, niches, and potential markets;
 - Identifying and fulfilling customer needs;
 - Enthusiasm, self motivation, and a positive attitude;
 - Proficient in Microsoft Word, Publisher, Powerpoint, Excel, Outlook, and Adobe Acrobat;
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WORK HISTORY

Executive Director

Nashville Singers, Inc. - Nashville, TN (October 2008 to Present) **Accomplishments:** Co-founded this non-profit corporation and performing arts organization; served on the board for two years as **Vice-President of Marketing and Public Relations** before being promoted to Executive Director; utilized social media advertising to generate 5.5MM ad impressions, and 2500 visits to website, yielding 44% of membership inquiries, 26% of guests, and 42% of new members; increased web traffic by 500%, membership by 350%, and annual revenue by 600%; created, maintained, and developed content for 50-page content site; published weekly email newsletter with an open and a click through rates above the national average; dramatically increased size of mailing list; secured in-kind sponsors to reduce expenses; secured leadership development grant; recruited advisory board of 12 community leaders; created a music education grant program; produced first audio recording and public concerts; created mission, vision, strategic plan, and budget, mentored the board of directors in creation of bylaws and board policies; created audio PSA, brochure, and EPK;

Event Planning & Marketing Consultant

United Cerebral Palsy of Middle Tennessee - Nashville, TN (2010) **Accomplishments:** Working on a very limited contract and budget, secured entertainment and two media sponsors; utilized public relations and social media to secure a record number of pre-registrations for the annual Resolution Run, benefitting the Equipment Exchange Program;

Event Planning & Marketing Consultant

Boys & Girls Clubs of Middle Tennessee - Nashville, TN (2010) **Accomplishments:** Secured Grammy-winning singer to film multiple PSAs; utilized email marketing, public relations, and social media to promote an event that exceeded budget in attendees and revenue over previous year, utilizing 50% fewer staff hours; upgraded printed program while lowering costs; secured "in kind" sponsors to donate event related services; secured donation of an acoustic guitar from Gibson and had the instrument autographed by Taylor Swift; secured over \$12K in donations for live and silent auctions; published monthly newsletter; maintained website;

President

Harborview Homeowners Association - Nashville, TN (2009 to Present) **Accomplishments:** Increased annual revenues by \$20K; secured first homeowner-elected board in many years; conducted reserve study, upgraded signage, pool deck and bridge, adopted new vision and mission; drafted new strategic planning framework document; created and maintained new website; published quarterly newsletter;

Director of Marketing

Barbershop Harmony Society - Nashville, TN (2004-2009) **Accomplishments:** Opened international conference to the public, creating a new revenue stream that generated \$300K in first four years; leveraged digital assets to create a new revenue stream yielding over \$15K in the first two years; deployed media campaigns that brought unique stories to broadcast audiences numbering in the millions; supervised media relations for publicly awarding honorary membership to celebrities, including Bill Gaither and the Oak Ridge Boys, as well as media events, special appearances, interviews and feature stories; partnered with Disney to host an event at Disneyland, and to present a Lifetime Achievement Award to a Disney act; generated local coverage and national stories in major print, radio, television, and online media, including the Wall Street Journal, Spin Magazine, CNN, NPR, XM Satellite Radio, The Saturday Evening Post, Dallas Morning News, Denver Post, Indianapolis Star, Salt Lake Tribune, and The Tennessean; produced a concert featuring the Mormon Tabernacle Choir and other ensembles which drew a live audience of 14,000, and was broadcast globally; utilized social media to promote events, generating ROI of \$25 for every dollar invested; supervised development and maintenance of one content, and one e-commerce site containing hundreds of pages, and generating 2.5 million page views annually; participated in organizational re-branding, including updated brand name and logo; planned and facilitated dozens of Leadership Roundtable meetings in 11 states to conduct a gap analysis and to share best practices and tools with local business units and unit leaders; upgraded quality of national magazine with 30K subscribers; initiated first national advertising campaign which attracted 3000 potential members to chapters across North America; managed four direct reports, and an annual budget of \$2MM;

Sales Manager and Media Consultant

Texas Job Connection - Richardson, TX (2003-2004) **Accomplishments:** Increased sales of recruitment advertising from team of seven representatives by 53%;

Chairman - Planning & Program Development Group, Member of Board Management Council

Barbershop Harmony Society - Kenosha, WI (2002 to 2004) **Accomplishments:** Board position involved in conducting growth and brand awareness studies; introduced metrics to measure ROI on programs managed by committees and staff; executed research-based decision to adopt a more contemporary DBA name; directly involved in the interviewing and hiring a "change agent" CEO; formulated and monitored strategic framework, vision, mission, board directives, strategies, overall goals and oversight of \$6MM annual budget;

Regional Sales Manager

Thompson Creative - Dallas, TX (1999-2003) **Accomplishments:** Increased sales of radio jingle/ID packages, commercials and production music to radio stations in a 20-state territory by an average of 11% per year; top producer 2000 & 2001;

VOLUNTEER PROJECTS: Conducted a SWOT analysis and created business or marketing plans for various non-profits, including Safe Haven Family Shelter, YWCA of Middle Tennessee, Boys & Girls Clubs of Middle Tennessee, Tennessee Women's Theater Project, and the framework for a leadership development program for 94FM, The Fish; Created a 22-page website for a non-profit organization called the Southern Sudanese Youth Connection;

EDUCATION & TRAINING: Strayer University (Nashville, TN), Palm Beach Community College (Lake Worth, FL), North Texas State University (Denton, TX), In addition to college coursework, completed almost 100 hours of other training, including 60 hours of training from the Center for Nonprofit Management in the areas of executive training, board development, non-profit management, and fundraising; 36 hours of marketing and organizational management training from the American Society of Association Executives;

AWARDS RECEIVED: National Society of Collegiate Scholars, Public Relations Award, Award of Excellence, Hall of Fame; Member of the Year, President's Award, Meritorious Service Award, Sales Leader of the Month;