JILLIAN MELTON

Jillianmblake@gmail.com • www.linkedin.com/pub/jillian-blake-melton/2/510/7a • 612-590-2955

EDUCATION

EMORY UNIVERSITY, GOIZUETA BUSINESS SCHOOL MBA, Concentrations in Marketing and Leadership, May 2007
UNIVERSITY OF PUGET SOUND BA, Political Science Major, Spanish Minor, May 2002

EXPERIENCE

SOUTHERN METHODIST UNIVERSITY COX SCHOOL OF BUSINESS (2015-Present) Dallas, TX

Director, Professional MBA (2016-Present) and Online MBA Admissions (2019-Present)

- Driving successful launch of new Online MBA program by leading cross-functional team, including 3rd party partner, through recruitment strategy and execution. Identifying and resolving pre-launch gaps to meet aggressive launch goals. Ideating and executing new recruiting strategies and partnerships to drive application volume and enrollment.
- Lead end-to-end strategy and operations for Professional MBA admissions, generating $10 million+ annual revenue.
- Oversee Admissions Committee for PMBA and OMBA, responsible for admissions and scholarship decisions.
- Increased application volume by 33%, enrollment by 7% and average GMAT score by 14 points in a nationally downward-trending market over two years. Increased female PMBA enrollment from 35% to 48%.
- Utilize CRM data to continuously improve recruitment strategies, customer segmentation, and candidate yield.
- Collaborate with marketing team to define marketing communications strategy, product positioning, market segmentation, and identify new tactics to pilot, including LinkedIn InMail and Facebook Look-a-like target.
- Developed, implemented, and analyzed primary research study for incoming PMBA students to uncover areas of improvement and better understand key decision factors and preferred communications and recruitment tactics
- Leading team to build CRM strategy and operational consistency across all SMU Cox graduate admissions.

Associate Director, Full-Time MBA Admissions (2015-16)

- Developed and implemented global recruitment strategies and yield efforts for full-time MBA programs.
- Recruited, interviewed and recommended prospective students for admission and scholarship.
- Collaborated with marketing to develop communications strategy and execute email and event marketing tactics

SABRE HOLDINGS (2010-2015) Southlake, TX

Enterprise Portfolio Manager

- Created enterprise-wide Portfolio Health and Product Lifecycle analysis to identify high-growth opportunities.
- Managed a subset of the product investment portfolio by conducting business and financial analysis to ensure projects and initiatives support corporate strategy.

Manager, Hotel Product Marketing

- Led marketing team of four responsible for generating $150+ million annual revenue globally, including new product innovation, product lifecycle management, pricing, and sales support.
- Developed and executed multi-year product strategy and roadmap including leveraging partnerships, conducting strategic buy/build analysis, and managing annual internal development budget of $5+ million.

Product Marketing Principal

- Led product marketing of Sabre Custom Offers, first-of-its kind merchandising product, from concept to launch.

3M COMPANY (2007-2010) St. Paul, MN

Product Marketing Consultant

- Provided strategic marketing to 3M's 40+ divisions including Post-it®, Scotch-Brite™, Scotch™, and Filtrete™

HONEYWELL (2006) MBA Summer Intern — Morristown, NJ
PALMETTO BAY VILLAGE CENTER (2003-2005) Marketing Manager — Miami, FL
ORDWAY CENTER FOR THE PERFORMING ARTS (2003) Development Assistant — St. Paul, MN
WELLSTONE FOR SENATE CAMPAIGN (2002) Scheduler — St. Paul, MN

INDUSTRY PRESENTATIONS, AFFILIATIONS & CERTIFICATIONS

Part-Time MBA Conference 2018 –Jindal School of Management, University of Texas at Dallas
Over the Next Horizon: Future ROI of PMBA Programs—with Emory University and University of Washington

MBA for Working Professional Conference 2017– Mason School of Business, William & Mary University
Crowdsource Your Next Recruitment Innovation—with Goizueta Business School, Emory University

Facilitator, SMU CIQ *Hidden Scripts* Seminar, 2019