

ANGELA T. WILSON, MBA, ABC

Bowie, Maryland

240-260-3176 | angela@wilsonexecadvisors.com | [linkedin.com/in/angelatwilson](https://www.linkedin.com/in/angelatwilson)

EXECUTIVE SUMMARY

Mission-driven executive with 20+ years of experience in dynamic and diverse environments. Proficient in steering marketing, communications, and operations strategies to accomplish both immediate and long-term objectives. Highly skilled at leading cross-functional teams and overseeing complex projects from inception to completion. Extensive expertise in driving growth, optimizing processes, enhancing brand presences, cultivating relationships, and supporting workforce development. Core competencies include:

- Brand Management
- Budget and Expense Management
- Change Management
- Coaching and Mentoring
- Communications Management – Internal, External, Corporate, and Crisis
- Crisis Management
- Culture Cultivation
- Emergency Preparedness
- Employee, Board, and Community Engagement
- Facilities Management
- Generative AI and Copilot Literacy
- Marketing Management – Digital and Traditional
- Operations Management
- Policies and Procedures
- Problem Solving
- Project Management
- Public and Media Relations
- Quality Improvement and Compliance
- Social Media – Publishing, Listening, Monitoring, and Reporting
- Strategic Planning
- Team Development

PROFESSIONAL EXPERIENCE

ANGELA WILSON EXECUTIVE ADVISORS, LLC, Bowie, MD

2023 - Present

Principal

Provide marketing, communications, and operations expertise as a certified minority business enterprise (MBE), small business enterprise (SBE), and disadvantaged business enterprise (DBE) with clients ranging from healthcare to government contracting organizations.

- Reinforce brands and drive growth through comprehensive marketing strategies that optimize digital and traditional platforms by analyzing market trends, creating comprehensive plans, implementing results-driven campaigns, and measuring ongoing progress.
- Engage targeted audiences – employees, businesses, consumers, partners, elected officials, and others – through customized communications strategies that include compelling content, appealing visuals, timely message delivery, and quantifiable actions.
- Advance organizational efficiencies and effectiveness through strategic planning, crisis management, team development, project management, and change management that improve experiences and boost performance.

LUMINIS HEALTH DOCTORS COMMUNITY MEDICAL CENTER, Lanham, MD

2012 - 2022

Vice President, Administrative and Support Services

(2020 - 2022)

Provided executive-level leadership and change-management guidance at Doctors Community Medical Center, a 206-licensed bed hospital with 1,600+ employees and 700+ medical staff members. The center partnered with Anne Arundel Medical Center to create a new matrixed health system, Luminis Health.

- Supported hospital presidents by directing special projects, cultivating internal and external relationships, managing business priorities, developing comprehensive reports, facilitating transparent meetings, and delivering engaging messages – all to enhance organizational cohesion, ensure strategic alignment, and improve operational efficiencies.
- Collaborated with executives to develop data-driven strategic plans (e.g., operating, budget, vision 2030, etc.) and transparent dashboards.
- Ensured quality, safety, and performance standards by sponsoring the Environment of Care, Emergency Preparedness, and Policies and Procedures Committees; and led the Hospital Incident Management Team (HIMT) as the incident commander during internal and external emergencies including COVID-19.
- Participated in a systemwide council to promote health equity, diversity, and inclusion – reducing disparities in care, employment, and business practices; and served as a panelist on “The Black Woman Experience Panel Conversation and Special Presentation.”
- Led and motivated support services of 160+ employees in capital projects, plant operations, security, environmental services, food services, guest services, volunteer services, and patient transport; and nurtured a culture of continuous improvement, innovation exploration, high performance, and professional integrity.
- Led financial stewardship for assigned departments to increase profitability and advance organizational priorities as a sponsor of the Capital Budget Committee.
- Served as the executive sponsor for minor and major construction projects in collaboration with cross-functional teams.
- Authored communications materials targeting internal and external audiences as well as provided expert counsel to colleagues about brand alignment, message development, and communications effectiveness.

Vice President, Public Relations and Marketing, Chief of Staff

(2019)

Served on the executive team as the communications, public relations, and marketing expert as well as acted as the executive liaison to the president at Doctors Community Health System—a \$335M organization with one hospital and 13 ambulatory practices in Prince George’s and Anne Arundel Counties, Maryland.

- Led special projects and initiatives that preserved the president’s time and furthered the system’s objectives while demonstrating excellence in project management, collaborative workflows, and operational strategies.
- Applied high levels of emotional intelligence and executive presence to advise the president and colleagues by proactively analyzing planned and unforeseen situations, recommending logical solutions, and maintaining confidentiality.
- Assessed inquiries posed to president and determined proper courses of action including delegating assignments and ensuring satisfactory completions.
- Directed the development, budgeting, implementation, and measurement of marketing and communications plans that advanced growth, revenues, brands, and affinity.
- Authored president, C-suite, and management communications – agendas, proposals, project plans, case studies, speeches, presentations, letters, articles, talking points, video scripts, fundraising memos, etc. – to ensure brand and strategy alignment.
- Led department-level and organization-wide strategies that prioritized two-way communications, transparent updates, culture enrichments, process improvements, and operational excellence.

- Nurtured relationships with diverse internal and external stakeholders to enhance engagements, amplify key messages, build goodwill, and reinforce shared purpose.
- Translated complex topics by writing clear and concise content that resonated with targeted audiences.
- Recruited, led, mentored, motivated, and evaluated highly productive teams that produced quality work and achieved high-impact goals while optimizing human, financial, material, and intellectual resources.
- Led support services – guest services, patient transport, and telecommunications – to enhance audiences’ experiences and satisfaction as well as served as the public information officer (PIO) for crisis management and media relations.

Senior Director, Marketing and Communications

(2015 - 2019)

Director, Marketing and Communications

(2012 - 2015)

- Established inaugural in-house marketing and communications department including developing internally and externally focused campaigns that enhanced brand awareness, stakeholder engagement, revenues, and ROI.
- Developed, implemented, and managed the organization’s first formal branding platform that included a clearly defined value proposition, voice, tone, visual identity, and architecture.
- Led high-performing teams of employed and agency staff including marketing specialists, content creators, graphic designers, digital strategists, social media specialists, printers, photographers, videographers, web managers, public relations professionals, and a physician liaison. Demonstrated excellence in team leadership, cross-functional collaborations, and resource allocations.
- Crafted detailed marketing and communications strategies encompassing paid media (search engine marketing; digital, radio, movie theater, and print advertisements; and sponsorships), owned media (websites; social media channels – YouTube, Facebook, Instagram, Twitter, and LinkedIn; emails; and newsletters), and earned media (press coverage; customer reviews; and social media shares).
- Led public relations, media relations, and crisis management while serving as the public information officer (PIO) to address proactive and reactive issues impacting reputations and public trust.
- Directed internal communications initiatives that reinforced missions, visions, and values as well as nurtured shared purposes and belonging.
- Implemented marketing automation (e.g., Constant Contact, Hootsuite, Google Ads, etc.) for email marketing, social media publishing, and cross-channel promotions that increased productivity and achieved KPIs.
- Spearheaded multichannel content creation that prioritized compelling, impactful, relevant, timely, accurate, and measurable content.
- Used multiple tools (e.g., Reputation, Google Analytics, Meltwater, Hootsuite, etc.) to inform data-driven decisions as part of comprehensive digital publishing, listening, monitoring, and reporting processes.
- Managed a Drupal website migration to enhance user experiences, strengthen mobile responsiveness, incorporate interactive features, advance accessibility, and adopt search engine optimization (SEO) best practices that increased visitors by 95.95 percent and page views by 63.20 percent within four fiscal years as well as online appointment requests by 581 percent within five years.
- Enhanced search engine marketing (SEM) through strategic keyword research, advertisement content optimization, targeted advertising campaigns, and performance monitoring, which boosted clicks (engagements) by 238 percent, impressions (awareness) by 110 percent, and phone calls (actions) by 4,633 percent within three fiscal years.

MEDSTAR HEALTH SYSTEM, Washington, DC

2000 - 2012

Director, Marketing Communications

(2008 - 2012)

Served as the marketing communications subject-matter expert at MedStar Georgetown University Hospital, a non-profit, acute-care academic and research hospital with an annual budget of \$1.2 billion, 609 licensed beds, 4,000+ employees, and 1,000+ physicians.

- Directed internal teams and external consultants including marketing specialists, copywriters, media buyers, graphic designers, printers, photographers, videographers, and web managers.
- Budgeted, developed, implemented, and measured omni-channel marketing campaigns including advertisements (print, broadcast, digital, and transit), web content, brochures, direct mail, lectures, and other medical providers.
- Led the redesign of a website to improve user experiences as well as provide relevant and timely content, which resulted in 1.2M annual visits, 5,000 annual appointment requests, elevated search engine rankings, and increased brand visibility.
- Implemented customer relations management (CRM) processes that included audience segmentation, personalized communications, and data-driven material refinements based on predictive analytics, KPIs, ROIs, industry benchmarks, and concept testing.
- Edited two consumer-targeted publications distributed to more than a million households annually that enhanced brand preference, service awareness, and revenue growth.
- Managed a readership survey process to improve publication effectiveness based on audience feedback.
- Used project management methodologies – scope definition, timeline creation, resource allocation, and quality control – to effectively promote new services, announce new providers, and plan events.

Marketing Manager

(2006 - 2008)

Senior Marketing Specialist

(2001 - 2006)

Marketing Specialist

(2000 - 2001)

Served as a marketing expert at MedStar Washington Hospital Center, a \$1B academic and research hospital with 912 beds, 6,000+ employees, and 1,500+ physicians.

- Budgeted, developed, and managed integrated marketing campaigns that included advertisements (print, broadcast, and transit), brochures, newsletter articles, and direct mail, which seamlessly aligned with organizational priorities and branding guidelines.
- Directed a cross-functional team of marketing specialists, call center representatives, and advertising agencies whose distinct and collaborative contributions resulted in successful campaign performance.
- Increased call center-related appointments by more than 300% through data-driven process improvements, streamlined workflows, and a revised business model that increased revenues.
- Established qualitative and quantitative performance metrics for timely data analysis and ROI optimizations.
- Led event planning and tradeshow management for the NBC4 Health and Fitness Expo that attracted upwards of 90,000 annual attendees while enhancing the hospital's brand visibility, audience engagements, and revenue growth.
- Managed the relationship with the NFL's Washington Commanders and a multi-year sponsorship that included advertisements (broadcast and print), stadium announcer messages, arena signage, first-aid booth promotions, and employee events, which enhanced the hospital's top-of-mind brand recognition and employee morale.

- Provided crisis and emergency communications assistance to help ensure the timely, accurate, and appropriate dissemination of information to families, media representatives, and other stakeholders.

EDUCATION AND CERTIFICATIONS

- *Master of Business Administration* – University of Maryland University College: Broad knowledge of business management, leadership practices, and strategic thinking.
- *Bachelor of Arts in English* – University of the District of Columbia: Enhanced comprehension and communications abilities – both written and verbal – that are relevant for impactful interactions with diverse audiences.
- *Accredited Business Communicator (ABC)* – International Association of Business Communications: Validates a high level of professional expertise in delivering the right messages to the right audiences at the right times.
- *Generative AI and Microsoft Copilot Certificates* – LinkedIn Learning: Proficiency in using AI tools to improve marketing, communications, and operations productivity.
- *Social Media Publishing, Listening, Monitoring and Reporting Certificates* – Sprout Social: Talented at managing social media presences by analyzing engagements and optimizing content creation while enhancing online visibility and audience engagements.
- *Social Media Marketing Professional Certification* – Hootsuite: Advanced skills in social media marketing to improve campaign performance and users' experiences.
- *Drupal Certificates* – LinkedIn Learning: Knowledgeable of content management systems that enhance online presences and user experiences.
- *Email and Newsletter Marketing Certificates* – Intuit Mailchimp: Proficient in effective email and newsletter strategies using compelling content and enhanced message delivery systems.
- *Active Shooter Training Certificate* – Federal Emergency Management Agency (FEMA): Preparedness for emergency situations by prioritizing safety, responsibility, and timeliness.
- *Introduction to the Incident Command System for Healthcare/Hospitals Certificate* – Federal Emergency Management Agency (FEMA): Knowledge of using incident management systems to facilitate coordinated responses during crises.
- *Applying ICS to Healthcare Organizations for Healthcare/Hospitals Certificate* – Federal Emergency Management Agency (FEMA): Proficiency with incident command systems to enhance organizational readiness and audience well-being.
- *Introduction to National Incident Management System Certificate* – Federal Emergency Management Agency (FEMA): Knowledge of national incident management frameworks that advance leadership protocols during emergencies.
- *Introduction to National Response Framework Certificate* – Federal Emergency Management Agency (FEMA): Familiarity with national response strategies including prevention, mitigation, response, and recovery.