



## Lead Generation Specialist

### Company Description:

Wilson Dow is a full-service creative production agency celebrating 28 years of connecting leading brands with their key audiences in live, virtual, and hybrid settings. A privately-owned agency, headquartered in Chicago with a presence on the east and west coasts, our team is a collection of strategists, creatives, writers, instructional designers, artists, directors, producers, , etc. – hailing from the highest ranks in business, production, and experiential learning – whose passions are driven by engaging, uniting and activating audiences through *The Power of Live*™. [www.wilsondow.com](http://www.wilsondow.com)

### Role Description:

The Lead Generation Specialist (LGS) is a new role at Wilson Dow and one we feel is critical to our on-going success. Working closely with our Sr. Manager of Marketing Communications and our Account Team (10 individuals), the LGS will ensure that Wilson Dow is fully leveraging all marketing and sales efforts by researching, identifying and maintaining a steady presence with prospects to generate net new leads.

Reports to: Pat Schreiner – CMO

### Primary Responsibilities:

- Own day-to-day execution of outbound prospecting and qualifying leads, including cold outreach (email, LinkedIn, event follow-up, etc.), setting up meetings on behalf of the account team, and tracking handoff through conversion.
- Build, maintain, and clean prospect lists within CRM/Marketing Platform
- Help execute multi-touch sequencing campaigns in partnership with marketing and account team
- Partner closely with marketing to support targeted demand-generation efforts (e.g., drip campaigns, event invitations, gated content outreach, etc.)
- Identify, test, and optimize new channels and messaging to increase pipeline impact and generate new leads
- Document and systematize lead-generation processes as we build this function from the ground up
- Monitor campaign performance and deliver actionable reporting/insights

### Requirements:

- Bachelor's Degree
- 3-5 years of proven experience in lead generation tactics
- Strong understanding of CRM tools such as Hubspot, Salesforce, and LinkedIn Sales Navigator
- Experience building outbound email sequences and automation
- Ability to analyze funnel data, track KPIs, and improve performance

**Personal Requirements:**

- Self-directed, quick study: comfortable driving work independently and bringing ideas forward
- Strong writing and verbal communication skills
- Collaborative, feedback-friendly team player
- Curious and energized by experimentation and iteration
- Excited by the prospect of building programs from scratch and working in a small-team environment

**Compensation:** Salary plus commission, commensurate with experience. Discretionary annual bonus. Wilson Dow offers a comprehensive benefits package including medical, dental and vision insurance, disability and life insurance, 401(K) Plan with a company contribution, and paid time off.

**Travel:** Not anticipated

**Location:** Chicagoland area, hybrid

*Wilson Dow is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.*