

Application Form

Profile

Abigail _____ Gilman _____
 First Name Middle Initial Last Name

 Email Address

 Home Address Suite or Apt

 City State Postal Code

What district do you live in? *

District 2

Home: _____
 Primary Phone Alternate Phone

The Little Village Play Cafe,
 LLC _____
 Employer Job Title
 Owner

Please look at the vacancy page before applying. Some Boards, Committees and Commissions have requirements that they are looking for in an applicant, such as specific skills or member types such as Adult or Student.

The Vacancy page can be found here:

[VACANCIES](#)

Which Boards would you like to apply for?

East Tosa Business Improvement District (BID) Board: Submitted

Question applies to East Tosa Business Improvement District (BID) Board

Please note the following requirements for membership on the East Tosa Business Improvement District (BID) Board:

- 1) If an applicant is not a Wauwatosa resident within the Tosa East Towne, Inglewood Heights, Pabst Park, Olde Hillcrest, or Washington Heights neighborhoods, the applicant must own property or operate a business within the BID
- 2) If an applicant does not own property or operate a business within the BID, they need to be a Wauwatosa resident within the Tosa East Towne, Inglewood Heights, Pabst Park, Olde Hillcrest, or Washington Heights neighborhoods

Question applies to East Tosa Business Improvement District (BID) Board

Please select which of the following applies to your status with the East Tosa Business Improvement District: *

Commercial Property Owner

Question applies to East Tosa Business Improvement District (BID) Board

If you are a property owner (residential or commercial) within the East Tosa BID, please provide the address of your property.

[Redacted]

Question applies to East Tosa Business Improvement District (BID) Board

If you are a business owner within the East Tosa BID, please provide the address of your business.

[Redacted]

Why are interested in joining this Board, Committee or Commission?

[Abigail_Gilman_Resume_-_2022.pdf](#)

Upload a Resume

If you have issues uploading your resume, email it to Misty Richey at mrichey@wauwatosa.net

If you need to send your resume separately, complete the remainder of the application, save it, and we will submit both the application and resume for you.

Please tell us about yourself and why you want to serve.

I am a community-centered leader, small business owner, and parent who is deeply committed to building spaces where people feel seen, supported, and connected. Much of my work has focused on bringing people together, creating access, and advocating for families and small businesses—especially during times of change and challenge. I am passionate about service because I believe strong communities don't happen by accident; they are built through care, collaboration, and a willingness to listen. I value thoughtful leadership, transparency, and empathy, and I strive to approach every role with both heart and accountability. Serving in this capacity would be an honor. I am excited by the opportunity to contribute my perspective, energy, and experience in a way that supports the mission and helps create meaningful, lasting impact.

Demographics

[Redacted]

Date of Birth

Once you submit your application, check [here](#) for the Common Council agenda that has your appointment or reappointment. It may be possible that it will be on future agendas and not on the next upcoming meeting date agenda. This will be how you know if you have been appointed or reappointed.

ABIGAIL GILMAN

MARKETING, COMMUNICATIONS AND GROWTH EXPERT

WORK EXPERIENCE

Director of Acquisition at Wantable / 2020 - 2022

Spearhead strategy and execution for paid and organic social, influencer, affiliate, SEO, PR and PPC programs. Drive acquisition efforts resulting in 79K new customers in 2020, and a 26% increase in YOY revenue despite pandemic shifts, by quickly adapting strategies to meet consumer needs. Lead a team of three strategists.

Senior Marketing Manager and Head of Influencer Marketing at Dun & Bradstreet / 2017 - 2020

Lead influencer, social and digital strategies to create impactful brand experiences and connect educators with brands such as Amazon, Nickelodeon, PBS, Lysol, Walmart, Kellogg's, Elmer's and Allstate. Drove \$2.4M in program revenue for our team in 2019.

Adjunct Lecturer at Marquette University / 2015 - 2020

Co-teach a course of 25-30 students through interactive curriculum focusing on Emerging and Digital Media Trends. Coach students to consider the impact of social media on society and create digital strategies to leverage on behalf of real brands including Kohl's, Zappos and Harley Davidson.

Digital Strategy Manager at Bon-Ton Stores / 2013 - 2017

Lead social and digital media strategy for growth and acquisition. Develop performance-based initiatives through organic, paid and influencer strategies. Manage a team of three specialists.

Senior Digital Strategist at Laughlin Constable / 2010 - 2013

Develop and execute performance-based influencer, blog and social strategies for clients including Medela, Terlato Wines, Wisconsin Department of Tourism and Bon-Ton Stores

Account Coordinator at Caffeine Communications / 2008 - 2010

Plan and execute campaigns, events and brand management for clients including Harley-Davidson and the 2010 PGA Championship.

REFERENCES

Erin MacPherson, GM of Scalable Brand Studios at DigitalMarketer

[REDACTED]

Danielle Barr, Director of Social Strategy at Dun & Bradstreet

[REDACTED]

Stacey Ferguson, Digital Director at TIME'S UP

[REDACTED]

EDUCATION

Bachelors of Arts at University of Wisconsin - Whitewater: Digital Media and Journalism

[REDACTED]