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Summary

Experienced Marketing and Admissions Professional with a demonstrated history of working in the higher education industry. Skilled in Budgeting, Coaching, Student Outreach, Customer Relationship Management (CRM), Sales Management, and Public Speaking. Seeking opportunity into management role.

Experience



Director of Marketing and Student Outreach

San Francisco Bay University

Oct 2022 - Present (3 months +)

As the Director of Marketing and Student Outreach I oversee all outreach efforts. Create and develop new relationships with High Schools and Community Colleges in the local market. Oversee all internal and external marketing efforts. Hire and train a team of outreach specialist. Generate organic and paid leads. Assisting admissions team with any marketing projects.



Director of Admissions and Partnerships

Climb Hire

Sep 2021 - Oct 2022 (1 year 2 months)

As the Director of Admissions and Partnerships at Climb Hire I oversee the recruitment and admissions process for 700+ new Climbers in 2022 with the intent to double and triple in size in the next 2-3 years. I hired and trained a team of 3 Admissions Associates, developed and established a new admissions process for all our recruitment regions across the USA, with an emphasis in high touch and a hands on approach to recruitment we decreased our recruitment melt from 50% to 12% in Q1. I established and maintained new partnerships with other non profits and workforce development offices across the USA resulting in much needed brand awareness and growth.



Assistant Director Of Admissions

Carrington College California-Pleasant Hill

Jul 2020 - Sep 2021 (1 year 3 months)

Training new Admissions Representatives on making calls, how to set up appointments, handling prospective students' questions and understanding the school compliance. Responsible for second interviews of new students, insuring they understand what was presented to them about the program curricula, class schedule and tuition for the college, as well as provide them the financial aid information. Establishes admissions operational strategies by evaluating trends; establishing critical measurements; determining production, productivity, quality, and customer-service strategies; designing systems; accumulating resources; resolving problems; implementing change.



College Mentor

ReadyEdgeGo

May 2018 - Sep 2021 (3 years 5 months)



Senior Admissions Advisor

University of Silicon Valley

May 2011 - Jul 2020 (9 years 3 months)

Make sure that monthly, weekly and daily minimum standards were met. Managed daily high volume of calls, emails, and relationship nurturing.

Converted new inquires at 83% success rate on goal of 75%.

Highest conversion of student interviews at 70% on a goal of 55%.

Interview to enroll converted at 67% on goal of 50%.

Enroll to start highest in company at 88% on a goal of 75%.

Overall student retention 91%.

Helped increase overall student population from 100 to 574.

Tracked key metrics meticulously to capture data and activities.

Work closely with Director of Admissions on budgeting, marketing, recruiting, hiring, daily support activities for the overall department. Provide programs training and coaching in all areas of enrollment services for internal staff and new hires. Execute event planning such as workshops, counselors' meet & greet, open houses, high school field trip visits to enhance admissions production and college reputation. Collaborate with Dean of the College on special academic projects that include presentation week, faculty web pages, and new program launches.



Senior Admissions Representative

Carrington College California-San Jose

Dec 2008 - May 2011 (2 years 6 months)

Represent the College to prospective students and their families in San Jose California area. Making 100 plus outbound calls to perspective students, setting appointments for perspective students giving tours. Arrange and conduct individual interviews with students as well as organize regional group information sessions for students and parents Helping perspective students through the enrollment process, meeting an enrollment budget every month.



Admissions Representative

Carrington College California-San Jose

May 2008 - Dec 2008 (8 months)

Front Desk

GOODNIGHT INN

Jan 2008 - Aug 2008 (8 months)

Checking in and checking out guests, setting up reservations for guests, data entry, balancing cash drawer every night. Answering phone calls, filing paperwork, and faxing.

Assistant Loan Rep

CAPITAL FUNDING & REALTY

Oct 2005 - Jan 2008 (2 years 4 months)

Cold calling 150-200 calls per day, taking loan applications over the phone, pulling credit reports, opening escrow for new loan orders, setting up appraisal appointments. Assisting the loan officer with loan conditions and funding conditions.

Telemarketer

EXECUTIVE FINANCIAL AND HOME REALTY

Apr 2004 - Oct 2005 (1 year 7 months)

Cold calling 200 plus calls per day, faxing loan documents to title companies, filing funded files, making copies of loan documents.

Education



Southern New Hampshire University

BA in Business, Business Administration and Management, General

2018 - 2022

James Logan High School

High School Diploma

2001 - 2005

Skills

Admissions • Customer Service • Customer Relations • Public Speaking • Coaching • Strategic Planning • Problem Solving • Mentoring • Budgeting • Higher Education