NAME, M.ED.

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EVENT PLANNING ▪ RECRUITMENT AND ADMISSIONS ▪ ENROLLMENT ▪ EDUCATIONAL PLANNING ▪ STUDENT AFFAIRS
BUDGET MANAGEMENT ▪ PUBLIC RELATIONS AND MARKETING ▪ TEAM BUILDING ▪ PROJECT MANAGEMENT
DIVERSITY OUTREACH ▪ SCHEDULING / CALENDAR MANAGEMENT ▪ APPLICATION PROCESSING

QUALIFICATIONS SUMMARY

Top-performing, highly-motivated, and results-oriented **admissions and recruiting professional** with over ten years of experience and an exceptionally strong track record of demonstrable success in higher-education admissions, recruiting, advising, and enrollment. Honest, dependable, and dedicated self-starter with a proven ability to develop innovative admissions and recruiter instructional manuals and policies. Respected natural leader with expertise in a wide variety of recruiting, advising, and admissions strategies and techniques. Enthusiastic team player with excellent communication and interpersonal skills to easily and effectively interact with individuals at all levels. Consummate professional with very strong public-speaking capabilities.

CORE COMPETENCIES

√ In-depth knowledge of recruiting and outreach practices at colleges, high schools, and multiple businesses in the state of Washington
√ Thorough understanding of federal, state, and local laws, regulations, and policies related to student records, information systems, admissions, and registration
√ Adept at developing higher-education promotional and marketing materials and publications
√ Proven ability to recruit veterans and active-duty military personnel
√ Computer savvy and expertise utilizing Recruitment Plus & other software database-management systems

PROFESSIONAL EXPERIENCE

UNIVERSITY OF STATE, DIVISION OF ENROLLMENT MANAGEMENT, City, ST

SENIOR UNDERGRADUATE ADMISSION ADVISOR AND RECRUITER 2000 – present

Direct undergraduate admission-recruiting and admission-advising efforts. Counsel and advise students about college programs, coursework, and degree planning. Advise prospective students (in one-on-one sessions, group sessions, phone, e-mail, or web chat) on the application process, transcript evaluation, available college services, and admissions requirements and expectations. Coordinate, plan, and execute college recruitment and admissions activities, including diversity outreach. Collaborate closely with students, faculty, parents and counselor at community colleges. Develop and deliver presentations for group information sessions and for community information fairs. Collect and assemble recruitment data for reporting purposes and process all application materials. Partner with special student populations at community colleges in recruitment efforts.

- Plan and direct campus recruitment events such as “Plan a Transfer Fair” and “Advisor Open House”
- Collaborated in the planning and execution of graduation ceremony events
- Manage and coordinate the advisor recruitment calendar which includes all visits to community colleges, high schools, business events, conferences, and other events
- Oversee and update the admission advising policy-and-procedure manual

COLLEGE PUBLICATIONS LEAD 1995 – 2000

Led a team that designed and produced college publications including catalogs, program overviews, advertisements, and student affairs publications (booklets, forms, and brochures). Negotiated rates and contracts with print and radio vendors and oversaw all advertising expenditures. Designed and placed all degree programs and admission advertisements in newspapers, journals, and magazines.

Previously served as a research assistant in the Environmental Research Division of the Research Center, conducting surveys, preparing scientific documents / grant proposals, & delivering lectures.

EDUCATION

MASTER OF EDUCATION, MULTICULTURAL EDUCATION – University of Washington
BACHELOR OF ARTS, COMMUNICATIONS (PUBLIC RELATIONS) – University of Washington