

PROFILE: Proven record of excelling in challenging, fast-paced, high-stress and deadline-oriented environments; individually, collaboratively, and as the leader of a team. Experienced customer service and employee relationship skills, especially gifted in handling high-need clients. Knowledgeable in creating detailed reports, documents and presentations. Focused on providing a consistent level of quality work and a desire to simplify and innovate the daily operations of administrative tasks in the office.

EXPERIENCE:

Director of Admissions

University of Montana 08/21-Present

- Provide leadership and supervision for the Offices of Admission Evaluations, Recruitment (Domestic and International), Tele counseling, Campus Visits, Enrollment Marketing.
- Participate in overseeing recruitment of undergraduate students including traditional, transfer, online and concurrent enrollment students.
- Provides strong guidance in the use of technology initiatives to ensure exceptional student-centered business practices that are efficient, accurate and responsive, and include planning and assessment components to meet the institutional goals in each of the areas within this unit.
- Works closely with Marketing to assist in developing strategies, campaigns, assessment, and decision-making structures for enrollment marketing campaigns.
- Member of the Strategic Enrollment Planning committee.

Associate Vice President Client Success

Ruffalo Noel Levitz 01/21-08/21

- Managed a team of 21 client success and enrollment consultants.
- Led the rebuild of the client success division.
- Led the implementation of new Project Management software across RNL teams, Workamajig.

Enrollment Consultant

Ruffalo Noel Levitz 06/17-01/21

- Managed 41 clients, with a 86% renewal rate.
- Developed and managed one of the largest client account portfolios of the current Enrollment Consultant team with 16 diverse campus accounts, ranging from small private institutions to large public flagship state universities, managing over \$3.6 million in Annual Contract Value.
- In my first full year cycle, my client reviews earned me a 5 out 5 ranking and have been consistently strong since.
- During the economic downturn leading into fall 2020 I developed and implemented strategies effectively leveraging RNL solutions that accounted for 66% of my legacy clients meeting or exceeding revenue goals for new freshmen. 2 of these clients exceeded head count goals by wide margins at 20+% and 30+% respectively.
- Despite the economic downturn, was able tee up over 1.1 million dollars in revenue over the last year to current and new clients.
- I take professional pride that 33% of my clients have been clients transitioned from other consultants when fit with the campus hasn't worked out. To be trusted with the role of shepherding unsatisfied clients through hard times has been a professional joy of mine.
- served as Team Lead for 4 campuses.
- Presented at the 2019 RNL Conference on the topic: Creating a Healthy and Goal Driven Culture. It was the most responded to, and best rated presentation of the conference, earning a 100% positive rating from attendees.

Director of Undergraduate and Graduate Admissions

Webster University 07/15-06/17

- Oversaw the development and implementation of strategic recruitment and admission plans to meet the freshmen, transfer, and grad goals of Webster University. Successfully raised Undergraduate numbers by 8% in my first full recruiting cycle, and raised the number again in the second cycle by an additional 10% setting the record for most freshmen recruited by the University. This reversed a downward trend that had seen undergraduate numbers drop by 15% in the previous 4 years before my arrival.
- Managed a staff of nineteen full-time professional employees, and over 30 part-time employees. Prepared and monitored budgets, provided leadership and direction in identifying market segments, performed research and analysis of enrollment data, and implemented innovative recruitment strategies.
- Supervised the management and training of admissions staff, support staff, graduate assistants and work-study employees to ensure accuracy and efficiency of information dissemination; and ensure a high quality of customer service.
- Lead the rebuilding, monitoring and modifying of communication flows with all applicants at each stage of the admissions process including gathering information on all prospects through freshmen, transfer and graduate cohorts.

- Experience in conceptualizing, developing, and utilizing the web and social media to successfully target audiences that met Webster University's admission profile.
- Demonstrated success in working with colleagues of other student service areas (including Registrar, Marketing, Student Accounts, Financial Aid, Housing and Residence Life, First Year Experience, Academic Advising, etc.) to insure a seamless and integrated transition process.
- Planned, organized, and galvanized direct admissions efforts that were student-centered by leading a collaborative and effective team.
- Planned the annual recruitment event schedule, including Preview Days, open houses, local and national recruitment presentations, as well as traditional college and transfer fairs.
- Admissions project manager for implementation of Virtual Tours.
- Project manager for Undergraduate lead generation strategies. Working with internal constituencies in marketing and academic schools and colleges as well as managing and developing contracts with EAB, Ruffalo Noel Levitz, NRCCUA, Raise Me, Cappex, Hobsons, Carnegie, E360, and Evolution Partners.

Director of Undergraduate Admissions

GREENVILLE COLLEGE

06/10- 07/15

- Oversaw the developing and implementing of strategic recruitment and admission plans to meet the new student, transfer, and readmit student goals of Greenville College. Was part of the recruiting, or management of, 9 of the 10 record breaking year's freshmen classes.
- Managed a staff of eight employees, prepared and monitored budgets, provided leadership and direction in identifying market segments, perform research and analysis of enrollment data, and implement innovative recruitment strategies.
- Supervised the management of the online prospect and application systems and maintenance of application files; trained and supervised admissions staff, support staff, and work-study employees to ensure accuracy and efficiency of information dissemination; and ensure a high quality of customer service.
- Monitored and modified communication flow with all applicants at each stage of the admissions process including gathering information on all applicants.
- Experience in conceptualizing, developing, and utilizing the web and social media to successfully target audiences that meet Greenville College's admission profile.
- Demonstrated success in working with colleagues of other student service areas (including Registrar, Marketing, Student Accounts, Financial Aid, Housing and Residence Life, First Year Experience, Academic Advising, etc.) to insure a seamless and integrated transition process.
- Planned, organized, galvanized and directed admissions efforts that were student-centered by leading a collaborative and effective team.
- Planned the annual recruitment event schedule, including open houses, local and national recruitment presentations, as well as traditional college and transfer fairs.
- Thorough knowledge of Federal regulations as they concern the awarding of financial aid to new freshman and transfer students.

Senior Admissions Coordinator for Education Programs

GREENVILLE COLLEGE

03/08-01/10

- Managed recruiting efforts for Greenville College's Master of Education, Master of Teaching, and Undergraduate Teacher Education Partnerships.
- Assisted students in organizing an appropriate education plan to prepare them to meet program goals.
- Maintained contact with students throughout the term to provides academic advising assistance and preparation for the program.

Senior Admissions Counselor

GREENVILLE COLLEGE

09/05-03/08 and 01/10-06/10

- During first year of recruiting more than doubled the number of matriculated students from assigned recruiting territory.
- Consistently exceeded both traditional and non-traditional recruiting goals.
- Maintained consistent phone contact with prospective students and families.
- On a daily basis met with prospective students and guided them through the admissions process.

PROFESSIONAL AFFILIATIONS :

Member of the National Association of College Admissions Counselors

Member of the American Association of Collegiate Registrars and Admissions Officers

Past Member of the National Association of Christian College Admissions Counselors

Past Member of the Illinois Association of College Admissions Counselors

Past Member of the Missouri Association of College Admissions Counselors

Past Member of the CCCU

EDUCATION:

MASTER OF ARTS IN THEOLOGY

Aquinas Institute, 2011

BACHELOR OF ARTS IN INTEGRATED STUDIES

Greenville College, 1999