

Areas of Expertise

- ♦ Admission & Counselling
- ♦ Budgeting
- ♦ Operational efficiencies
- ♦ Student Assistance & Guidance
- ♦ Staff Training & Leadership
- ♦ CRM Management
- ♦ Recruitment & Selection
- ♦ DEI
- ♦ Strategic Planning & Execution

Professional Experience

University of Health Sciences and Pharmacy, St. Louis, MO

Nov 2022 – Present

Associate Director of Admissions

- Increased number of applications and accepted students over 50% YTD (Fall 24 cycle).
- Develop, manage, and oversee recruitment efforts to increase undergraduate enrollment.
- Hire, develop and manage recruitment teams.
- Balancing travel expenses, name buys, and recruitment materials to meet budget goals.

Maryville University, St. Louis, MO

May 2018 – Nov 2022

Assistant Director of Admissions

Assess applications while actively engaging in committee process to propose admissions recommendations and decisions in line with institutional goals. Design and execute project successful project delivery for successful recruitment and marketing plan development and execution. Utilize Salesforce CRM and mobile devices to monitor, analyze, and interact with prospective students. Advice and counsel the entire athletic office for incoming recruits.

- Maximized enrollment by managing an assigned territory in an efficient manner.
- Designed robust strategic and innovative communication plan on yearly basis to consistently enrollment growth.
- Mentored and provided appropriate guidance to students regarding multicultural scholar's program.

Sky Zone Trampoline Park Fenton & Fairview Heights, Fenton, MO

May 2015 – May 2018

Area Sales Manager (Certified Corporate Trainer)

Administered recruitment and onboarding processes, including conducting new hire interviews and evaluating employees. Oversaw opening and closing of stores as a manager on duty (MOD). Invited companies, schools, and churches for private events via cold calls and emails. Maintained accuracy while managing cashed out registers and nightly deposit cash drops.

- Increased organizational performance and productivity by recruiting, mentoring, and guiding over 100 new managers and team members for opening of new stores.
- Raised donation and charity efforts by 25% while serving as a Certified Corporate Trainer.
- Successfully closed new business deals by developing and negotiating contracts along with integrating contract requirements with business operations.

Missouri State University, Springfield, MO

May 2013 – May 2015

Regional Admissions Counselor for Diversity Outreach & Inclusion

Delivered appropriate guidance and counseling to students and staff with diverse initiatives and program selection. Designed formal presentations as well as planned and organized activities for students, parents, and counselors. Provided appropriate information and support to prospective students and parents about recruitment and college process. Coordinated to diversity program planning and implementation.

- Coordinated with local non-profits to provide free college search and FAFSA services.
- Actively engaged with multicultural scholarship committee regarding selection of students for scholarships.
- Increased minority students' enrollment by 10% from St. Louis via effective marketing and promotion.

Additional experience as a board member on the Fenton Area Chamber of Commerce, Fenton, MO

Education

Master of Arts in Leadership and Management | Maryville University, St. Louis, MO, Aug 2022

Bachelor of Science in Marketing, Advertising, and Promotions | Missouri State University, Springfield, MO, May 2013