

Experienced Enrollment Management leader, proficient at leading the development and execution of a strategic vision to drive enrollment and recruitment efforts, while providing transparent and results-driven leadership. Implement effective planning, program development, and budget oversight, backed by data analysis, to ensure continuous progress towards set goals. Collaborate across institutional departments to foster cohesive partnerships and alignment towards a common mission. Highly skilled in crafting compelling lead generation strategies and delivering them across multiple channels to achieve desired engagement levels. Strong mentor and coach focused on the career development and success of staff.

Areas of Expertise include:

- Strategic Vision
- Enrollment Funnel
- Multi-Channel Communication
- Budget Development
- Marketing Collateral
- Transfer & Adult Admissions
- The Visitation Experience
- Enrollment Processing
- External Search & Yield Campaigns

Professional Experience

Franciscan Missionaries of Our Lady University • Baton Rouge, LA • May 2018 to Present

Director of Admissions

Lead the creation of strategic goals by analyzing admissions funnel and predictive modeling, aiming to boost student body numbers and enhance diversity. Conduct market research, collect and analyze data to restructure recruitment and application strategies for optimized application generation and yield. Create and maintain recruitment strategies for both undergraduate and graduate levels, consistently refining and enhancing the plans. Collaborate and engage with internal and external stakeholders to advance recruitment efforts and extend reach through technology. Oversaw annual budget.

Key Accomplishments:

- Spearheaded comprehensive communication campaigns resulting in a notable 20% and 50% surge in applications from prospective candidates and first-year students, respectively.
- Developed a comprehensive framework that streamlines the enrollment and orientation process to ensure a smooth transition.
- Improved overall attendance and event show rate from 45% to 58%.
- Boosted graduate applications with an impressive 23% average increase.
- Focus on developing team members. 45% of new hires promoted within the organization.

Saint Louis University • St. Louis, MO • February 2009 to May 2018

Program Director

Founded the alumni recruitment program. Led campus-wide committee in launching the inaugural SLU Parent Association and expanding it to multiple club cities. Crafted compelling electronic and print marketing collateral to engage with alumni and parent volunteers. Implemented highly effective social media marketing tactics to promote brand awareness and engagement with the target audience. Successfully trained volunteers to represent the university at popular events both nationally and internationally, which included college fairs, student interviews, and hosting events.

Key Accomplishments:

- Directed recruitment efforts across the Southern region, achieving an impressive 800% uptick in enrollment over four years.
- Increased freshman, transfer, and international student enrollment by 10% by spearheading an innovative alumni recruitment initiative, which also prioritized expanding the Office of Admission's reach by placing significant emphasis on participating in over 250 more college fairs each year.
- Created and implemented a highly effective alumni recruitment strategy using over 500 extensively trained volunteers.

Additional Experience

Coordinator of Undergraduate Admission Events, Louisiana State University

Enrollment Advisor, Louisiana State University

Assistant Director of Outreach, The Princeton Review

Education

Master of Arts in Leadership and Organizational Development,

Saint Louis University • St. Louis, MO

Bachelor of Arts in Political Science and History,

Louisiana State University • Baton Rouge, LA

Professional & Community Leadership

Current Member, Former Government Relations Committee Member, National Association for College Admission Counseling (NACAC)

Current Member, Former Chair of Government Relations in Louisiana, The Southern Association for College Admission Counseling (SACAC)

Current Member, The Association for Graduate Enrollment Management (NAGAP)

Former Member, Former Publicity Director, Women's Commission of Southwest Louisiana