

EDUCATION:

Master of Science Ed., Education Entrepreneurship '18

University of Pennsylvania; Philadelphia, PA

Master of Science, Sport Venue and Event Management '15

Syracuse University; Syracuse, NY

Bachelor of Science, Business Administration '08

Oswego State University; Oswego, NY

WORK EXPERIENCE

Academic Advisor/Financial Aid Counselor

2017 – Current

Adtalem Global Education (Keller Graduate School of Management)

A compassionate and resourceful student support advisor. A flexible and energetic, problem-solver. Well versed within online learning technologies. Experienced in both student services and academic affairs.

- Advised 200 continuing education, adult students, in a variety of graduate business programs (Accounting, Finance, Entrepreneurship, Human Resources, Project Management, Marketing, Business Administration, and Information Systems Management.).
- Discuss degree planning, picking courses, resources and opportunities around the university, and navigating the e-platform canvas.
- Serve on the Social Media Immersion Committee, where we collectively strategize how best to enhance the student experience, interact meaningfully, and receive and respond to feedback through social media platforms. As a part of the committee, I drafted and promoted marketing collateral to solicit feedback on Yelp, Google Reviews, Facebook, Instagram, LinkedIn, and Twitter. Based on the feedback, from surveys and focus groups, we then implement appropriate changes.
- Provide financial counseling to students and parents via walk-in counseling, phone calls, and appointments regarding the application process, financing options, student account inquiries, and title IV aid.
- Process and award federal financial aid, identify and award merit based scholarships, package admissions offers.

Communications and Civic Engagement Officer

2015 – 2017

Independent Community School (K-5) – Philadelphia, Pennsylvania

Led, organized and worked side-by-side with families to support advocacy and equity in both their community and their children's education. The objective being, quality education, and resource planning for their future needs. I was able to facilitate social impact, through programs such as dads and donuts, which paired fathers and father-like figures with students for a series of team building and constructive workshops. Through my work, I was able to empower parents with tools to strengthen their community. Actions taken has led to several meetings hosting public officials, including the Mayor and Councilmembers.

- Managed day-to-day operations of the front office, as well as providing administrative support for the community relations department.
- Provided assistance in areas such as field outreach, event coordination, administrative tasks, and policy-maker education.
- Planned and scheduled meetings and set appointments with community stakeholders seeking mutually beneficial partnerships.
- Attended community engagement fairs and local events to create awareness of the school.
- Collaborated with staff and various non-profit partners on all aspects of the development and progress of the organization's field and advocacy agendas.
- Provided staff support for media outreach, communications, and policymaker engagement activities, research issues related to the organization's public policy positions.
- Administrative responsibilities included database management, website development, answering phones and email, meeting scheduler, maintaining equipment, ordering office supplies.

Assistant to Sr. Director of Development
2015 – 2017

Temple University Institutional Advancement – Philadelphia, Pennsylvania

I assisted my team in the design, implementation, and development of major gifts for the Grateful Patients Program. This included but was not limited to creating and administering plans and programs related to outreach facilitation; basic financial and economic analysis; marketing, and event coordination; and other duties related to the administration of programs and projects.

- Primarily, I assisted in the planning and execution of all fundraising events, including the Acres of Diamonds Gala, In Vino Vita Fox Chase Cancer Center Fundraiser, and all other fundraising projects.
- In my role under the Sr. Director of Development, I set performance goals that consistently met quality, volume, timing and productivity targets.
- Assisted the Director of Development in creating, managing and implementing fundraising initiatives.
- One of my primary responsibilities was to oversee all grant research, development, prospect proposals, and required follow-up.
- Created and cultivated positive working relationship with funders and sponsors.
- Cataloged financial and donor records to manage contributions.

Small Business Specialist (Internship)

2015 - 2015

Citizens Bank – Philadelphia, Pennsylvania

As a small business specialist, I assisted small businesses in successfully integrating themselves into the business banking support services of Citizens Bank. Also, I guided marketing efforts to assist in locating mutually beneficial relationships, with other small business owners.

- While interning as a specialist, I managed, retained, serviced and grew assigned small business relationships with *Total Business Exposure* up to \$150,000 and \$2,000,000 (Business Value), using the Consultative Relationship Management Process. I was able to offer my clients a full range of loans, deposit account, and non-interest income services to existing small business clients.
- Generated growth in business deposits through the sales, marketing, promotion and referral of products, utilizing a proactive and disciplined approach. Through deeper comprehension of customer and business needs, I was able to provide an outstanding customer experience and concurrently crush my sales objectives contributing to the success of the firm.
- Created new consulting opportunities through efficient management of my assigned portfolio of customers, and proactively meet with them, face to face and over the phone, to discuss their financial needs and provide product and service recommendations.
- Often, I partnered with colleagues such as Loan Officers, Business Bankers, and Financial Advisers, to ensure customers get access to experts who assisted them with any other specialized financial needs.

Business Development Associate

2013 – 2015

Drexel University e-Learning – Philadelphia, Pennsylvania

Vitalized and developed Drexel's partnerships by promoting the university's various academic programs through strategic planning and innovative marketing. This required unique strategies for each partner per prioritizing relevant programs of interest. Also, I managed marketing and advertising efforts to maximize return on investments, per investment.

- Oversaw Drexel e-Learning's health system, corporate, and education partner accounts with 5,000 to 20,000 employees or members, per organization. In past academic / fiscal years, I have increased student enrollments across my partnerships by 45%. An equivalent in revenue is just under \$200,000.
- Streamlined and executed enrollment cultivation activities for local, regional, and national partner accounts. I saved in excess of 2,000 dollars within my event management budget.
- Delivered sales presentations at faculty speaking engagements, that I organized, for key VP /C-Level leadership, and stakeholders, which included prospective students.
- Uncovered and implemented new business opportunities to increase enrollment generation within assigned partner accounts. I as able to add 150 new leadership contacts to our CRM system (Sales Force), through face to face meetings and cold calling.
- Organized and attended annual meetings, trade shows, conferences, networking events, and in-service client visits to increase brand awareness. My lead funnel has increased by over 200% across over 30 partnerships that I managed.

Manager of Fan Development and Ticket Sales

2013 – 2013

University of Detroit Mercy – Detroit, Michigan

Oversaw fan development, marketing promotions and ticket sales revenue generation, in addition to the administration of the Athletic Department's Marketing & Promotions that adhered to all University, Horizon League, and NCAA rules and regulations.

- Produced revenue in excess of \$10,000 through forming partnerships with local business owners, religious, and youth groups.
- Oversaw event planning, including associated travel and logistical details for donor bus trips, and alumni networking events. Revenue exceeded \$6,000.
- Researched organizations, and worked with their human resources and managerial staff to form new sales opportunities.
- Contacted 80-100 prospects throughout the week based upon leads in our Razor's Edge, customer relations system.
- Scheduled face to face meetings in addition to networking events with community leaders, to pitch business opportunities. This technique increased group sales by 75%.
- Represented Detroit Titans Athletics at local market, corporate networking events within the entire city of Detroit, and surrounding metropolitan area.
- Planned and coordinated materials for game day operations, committee, and staff meetings. Helped disseminate information to multiple departments through comprehensive pregame logistics reports.

Administrative Assistant

2009 – 2013

Syracuse University – Syracuse, New York

Managed databases, inventory, and provided customer service for Auxiliary Services. I worked closely with faculty and students in order to solve problematic issues related to any function of auxiliary services operations.

- Provided technical support for auxiliary services website, digital catalogs, and e-commerce services.
- Assisted with system upgrades and enhancements and monitored functionality of applications and reported on any error.
- Conducted intensive research, initiated communication and follow up with system providers to ensure timely action and accurate data.
- Used excellent communication and organization skill in order to train and provide leadership for work study students.
- Offered customers advice and assistance with online inquiries and responded to all concerns.
- Organized scheduling and training of On-campus guidelines and policies for new staff.
- Prepared written reports regarding unauthorized access to campus facilities, which included incident reports, and judicial complaints.
- Created a friendly and welcoming atmosphere for all visitors of the welcome center.

Leadership Experience

Graduate Assistant, Women's Varsity Basketball

2009 –2011

Syracuse University, Syracuse, New York

Reported to the head and assistant women's basketball coaching staff, and assisted with all aspects of the program. My responsibilities included but were not limited to:

- Varying administrative assignments related to operations.
- Planned and executed team building activities.
- Assisted with the recruiting process.
- Planned team travel.
- Assisted with on court, and practice coaching techniques.

Graduate Assistant, Say Yes To Education

Summer: 2009, 2010, 2011

Syracuse University, Syracuse, New York

Met with leadership to strategize learning objectives, in addition I delegated assignments to junior staff on a regular basis, to provide academic counseling, discuss adjustment/transition issues, time management, supportive services, academic process, co-curricular activities and personal concerns. Organized the scheduling and training of On-campus guidelines and policies for new summer staff.

- Assisted with the supervision and professional development, of 16 student counselor employees.
- Used excellent communication skills and served as a mentor for junior staff.
- Developed a training program on how to engage and develop students.
- Addressed questions and concerns of parents and students prior to arrival.
- Compiled a resource binder for future Graduate and Summer Interns.

Camp Counselor, Syracuse Parks and Recreation

Summer: 2005, 2006, 2008

City of Syracuse Parks and Recreation, Syracuse, New York

Assisted the camp directors, with operations of various one-week summer camps, by assisting with instruction, officiating, general supervision and lunch distribution.

- Facilitated camp program activities with participants.
- Carried out camp activities such as arts and crafts, water activities, sports programming, outdoor recreation, literacy, team-building exercises, and character development programs.
- Assisted in the logistics planning and facilitation of field trips, guest visits and special activities.
- Created and implemented supplemental activities.
- Adhered to and ensured enforcement of camp rules, and then communicated them positively and effectively to participants.
- Got to know participants and developed positive relationships.
- Communicated with my direct supervisor and program director regarding potential hazards, concerns, or incidents that may have needed a follow-up based on individual circumstances.

Presentations

- **Drexel e-Learning Partnership Liaison Presentation.** Drexel University
- **Drexel e-Learning Technology and Adult Education.** Drexel University
- **MAAC Conference Championship Recognition.** University of Detroit Mercy
- **The Elusive Fan (*How to increase fan attendance at sport venues*).** Syracuse University
- **How to choose between alternatives Fluorescent vs. LED Lighting.** Syracuse University

Skills

- 10+ Years in Sales & Customer Service
- Prospecting and research using Customer Relations Management Systems (*Salesforce, Raiser's Edge, Atlas, Banner, Reeher, DonorScap, Tablea, ProSam*)
- Recruiting
- Public Relations
- Marketing
- Business Management
- Extensive Experience Microsoft Office (*Access, Word, PowerPoint, Excel, Outlook*)
- *Oracle / PeopleSoft*
- Social Networking (*Facebook, Instagram, Twitter, Linked-In, Yelp*)
- HTML

Professional Affiliations

- (NASPA) Student Affairs Administrators in Higher Education
- (NADE) National Association For Developmental Education
- (PAIS) Pennsylvania Association of Independent Schools
- Greater Philadelphia Chamber of Commerce
- National Urban League / Urban League of Philadelphia
- Oswego State University Men's Basketball Alumni Donors Club
- Alpha Phi Alpha Fraternity Inc.