

The Mo You Know

Town, State | emailaddress@here.com | #PhoneNumberHere

REVISION STAGE #1: SO WHAT? EXERCISE

EXPERIENCE

Example University, New York, NY

Assistant Dean

Sep 2024 - present

- Managed outreach to over 20,000 prospective students globally through in-person events and digital marketing campaigns to address the downward enrollment trend in previous admissions cycles
- The University has had downward enrollment trends since the COVID-19 pandemic. As a result, there is a need to focus less on generalized communication/marketing strategies and more on personalized connections with prospective students via open houses, high school visits, etc. This admission cycle I spearheaded this effort and leveraged several engagement events/workshops to increase outreach to prospective students in more personalized ways. I also supported the planning of an international recruitment trip as part of an initiative to increase international student enrollment. The target population was wealthy International students who are great for the university budget because they can independently afford tuition. I developed new data-based engagement strategies for our target audience with a focus on personalized connections and establishing open lines of communication with prospective students.
- Led continuous assessments and generated/analyzed reports using Salesforce and other CRM systems to inform and enhance recruitment strategies.
- So what? I was only briefly trained in Salesforce and still able to use the software to independently create reports which would then inform strategic planning. It reflects my ability to hit the ground running and be a self-starter who can own projects and develop creative ways to approach problems even with minimal guidance.
- Developed tailored presentations for diverse audiences such as university stakeholders, local government, staff, and prospective students and parents to support recruitment efforts, training, data reporting, and strategic initiatives.
- So what? I have advanced knowledge of powerpoint, canva, and other presentation-making software. I have the ability to create presentations with great content as well as aesthetically engaging visuals. I developed the 2024 open house presentation in four days, on my first week at the job and positioned myself as a subject matter expert that very week to prospective students and families when I delivered the presentation. I am a quick learner with excellent research and public speaking skills who can become a subject expert quickly and also establish trust with diverse audiences
- Advised domestic and international students on academic progress towards graduation, course selection, and pre-professional training in a high-volume and high-paced office environment.
- So what? I helped students (customers) make the best of their investment in the product (school) by advising them on majors/programs of study, courses to take, and connecting the with campus resources to support their various needs in order to increase graduation and retention rates. Many of our students are first generation and low income and cannot afford excessive years in school. My goal as an academic advisor is to provide students with/make them aware of resources so they can graduate on time, reduce costs, and increase the return on their investment by having a successful professional transition.

Lecturer, Public Speaking

July 2023 - present

- Designed syllabus for and taught accelerated course on public speaking fundamentals for first-year college students achieving a 100% pass rate.

--	--	--

The Mo You Know

Town, State | emailaddress@here.com | #PhoneNumberHere

REVISION STAGE #1: SO WHAT? EXERCISE

- So what? The Dean of EOF hand-picked me for this role though I'd never done it prior. I used transferable skills from my years as a debate coach to develop a syllabus to teach public speaking as an accelerated summer course to first-generation/minority students entering college so that they could build their confidence in expressing themselves before the official start of their first semester and thereby ease their transition into college. I developed engaging and culturally relevant lessons that exceeded that of the other instructors, and even had other instructor's students ask to join my class once their peers who were in my class told them about their experience. In just 5 weeks, every single one of my students made immense progress. In their final report and presentation, every student said they would take the course again despite their initial fear of public speaking and thanked me for their progress. When I see these students on campus, they still stop me and are always so happy to see me. I felt my impact in real time.

Student Advisor

June 2023 - Aug 2024

- Oversaw the graduate school application process for junior and senior students, including guiding them on career development, workforce transitions, research opportunities, professional etiquette, and the creation of personal statements and resumes.
- Implemented research-based strategies to increase program recruitment and increase the number of scholars admitted to Ivy League and other competitive undergraduate research opportunities and Master's/PhD programs.
- So what? I worked for a program with only two staff: me and the director. I was functionally the assistant director of the program despite my title. I played a role in all program functions including re-writing/re-submitting the grant proposal of \$266,000 annually, recruiting qualified students across campus, and supporting them through the graduate school application process. I researched and planned visitations to different campuses and conferences to expose students to academia as a profession. I workshopped personal statements with students from first draft to final draft, reviewed their resumes, trained them for grad school interviews to develop their professional brand/identity. Out of the 5 seniors who graduated last year, all were accepted into graduate programs and one was a first-generation student accepted to her dream school Cornell with a full ride. The student told me several times she believed she could not have achieved her dream without my assistance. All students in the cohort were accepted to participate in prestigious undergraduate research opportunities and several won awards and fellowships.

CUNY Graduate Center, New York, NY

Dec 2021 – Jun 2023

Program Manager – Office of Academic Initiatives & Strategic Innovation

- Managed the billing, procurement, requisitions, receipts, registration, calendars, external communication networks, and on-boarding processes for 15+ academic programs
- Coordinated admissions interviews, information sessions, university-wide events, and school-wide marketing campaigns to satisfy enrollment benchmarks.
- Designed and implemented quarterly marketing campaigns for publication across 20+ CUNY campuses and greater New York City to promote student registration.
- So what? My office was responsible for the most academic programs and some of the most lucrative programs of any office at CUNY Graduate Center. We oversaw operations for all continuing education programs, which was over 20, with just one program bringing in \$400K a year. In my two years there, two of four staff went on maternity leave meaning my role in the office shifted several times to accommodate the changes. I "held down the fort" at the front desk for over a year, being the initial point of contact for students and members who needed support and assistance. I had to provide especially great customer service to the members of our most lucrative program, who were often difficult and demanding.

--	--	--

The Mo You Know

Town, State | emailaddress@here.com | #PhoneNumberHere

REVISION STAGE #1: SO WHAT? EXERCISE

I began this role fully remote due to the pandemic and transitioned to in-person as students returned to campus. I played a major role in the return to campus effort as far as keeping track of student logistics such as vaccination and testing status, and ensuring classrooms were compliant with the constantly-changing state and federal legislation. I also became the point person for the new immunization tracking software that the University had purchased due to how quickly I learned the functions and became an expert at using it.

Our most lucrative program was a program called Lifelong Peer Learning, made up wealthy retired professionals. Many of the program members were retired movie producers, surgeons, influential politicians, etc. Upon me stepping into the role, the program's Board had just decided to leave their first host university and have CUNY host the program. They were very selective and skeptical of the office overall. During my time in the role, I established trust with over 500+ members and provided them hands-on support that led directly to program retention. I often went above and beyond my responsibilities and provided them support with technical issues, even making zoom appointments with them to teach them how to use their phones to complete online programmatic functions. When I left the job, the members were truly sad and several wrote me letters of appreciation for just how patient I was with them and supportive of their learning goals.

- Led stakeholder engagement efforts by planning ongoing meetings, workshops, and events to target the needs of prospective/current students, community partners, and institutional leaders
- So what? We partnered with several businesses and leveraged facility access to create several programs which attracted external visitors as well as our current students. Our biggest accomplishments were hosting and doing logistics for the 2022 Grammy Museum Exhibit. We oversaw set up, take down, production, staffing, security for the duration of the month-long exhibit.

Columbia University, New York, NY

Teaching Assistant – Barnard College, School of Urban Studies

Feb 2023 – June 2023

- Taught Urban Education course to class of 44 undergraduate students
- Managed class logistics such as attendance, grading, and necessary data entry into the College's learning management systems
- So what? I served as the TA for an Urban Education course focused on the New York City public school system which is one of the most segregated school systems in the country. The Professor, Dr. Q, used her own research to establish the curriculum of the course and offered me several teaching opportunities where I had the ability to apply the research I was doing as a grad student to lesson plans/presentations/assessments. I also served as a mentor to students and led the class when the Professor was absent/traveling. I was responsible for student outreach/being available for office hours in case students needed support. One of my students had a learning disability, and I worked directly with her to design accommodations for her which would allow her to complete all the class assignments and meet all learning objectives in a way that worked for her learning style.

Curator and Project Manager – Gottesman Libraries

Mar 2022 – Feb 2023

- Served as budget manager, curator, and artist for the public facing *Peacing Shirley* art education exhibition
- Conducted research to promote viewership of exhibit and prepared written material such as press releases for promotional purposes & public distribution

--	--	--

The Mo You Know

Town, State | emailaddress@here.com | #PhoneNumberHere

REVISION STAGE #1: SO WHAT? EXERCISE

- So what? This is one of my favorite things I've ever done!! I started school at Columbia in Fall of 2021 and had a bit of culture shock. I comforted myself by researching Black alumna, and learned that Shirley Chisholm was one. I also noticed I had never seen a portrait of Shirley Chisholm in the halls, as was the case with other notable alumna. In March I saw a request for proposals for the Myers Foundation Art Award. I wrote my proposal for funding to create a portrait of Shirley Chisholm and have a public-facing exhibit celebrating her legacy. I managed a \$5,000 grant budget, created a portrait of Shirley Chisholm, and designed an interactive exhibit called "Peacing Shirley" which was modeled after a mid-century African American living-room, celebrating Chisholm as a public figure while also acknowledging her background as an everyday Brooklyn resident and school-teacher. The original grant funds were only for the exhibit, but the University paid me another \$2,000 for the painting which is now permanently installed in the historic Tudor Room. I'm the first Black artist and Chisholm is the first Black subject to be featured on the walls of that room.

University of Delaware, Newark, DE

Jun 2020 – Aug 2021

Research Analyst – University of Delaware Anti-Racism Initiative

- Served as an inaugural research scholar for the University's anti-racism research initiative and reviewed over 500 documents from the state of Delaware's historical archives to prepare and present an extended research study.
- Presented research findings at a university-wide symposium & clarified relevant concepts to an audience of 30+ scholars and professors
- So what? The University of Delaware offered a selective fellowship to undergraduate students for their Antiracism Initiative, and I was a part of the first cohort of scholars to be chosen. As researchers our job was to examine Delaware's historical relationship to race and racism through a variety of lenses. I produced an extended study on the disproportionate criminalization of Black men in Delaware in the late nineteenth century. I was the only scholar chosen to have my research taught in a History course the following semester.

Rutgers University, Newark, NJ

Student Coordinator

Sep 2017 - Mar 2020

- Taught undergraduate students how to market themselves to employers through personal trainings, workshops, and reviews of their professional/employment documents
- Served as initial point of contact for all faculty, staff, and student IT concerns and troubleshooting across the Rutgers Business School academic network
- Coordinated the processing and entry of student data to facilitate matriculation of 200+ transfer students each semester
- So what? I worked in the academic advising office, the career development center, and the business school as a student coordinator during undergrad. I was chosen to be a mentor to my peers who could teach them about campus resources and help them maximize their experience. In my role, I spoke directly to prospective recruiters on Handshake and approved their internship/job postings with respect to campus regulations. I marketed Handshake to students, taught them how to use the app, and was also trained to review resumes and cover letters for students. As a result of my work, I was chosen by my supervisor to sit on a panel at Mars-Wrigley when they first relocated to Newark in 2019 and wanted more insight on recruiting early talent in Newark. I spoke directly with the VP and other international

--	--	--

The Mo You Know

Town, State | emailaddress@here.com | #PhoneNumberHere

REVISION STAGE #1: SO WHAT? EXERCISE

stakeholders and advised them on best practices for hiring students based on my work as a student coordinator.

EDUCATION

Columbia University – Master of Arts, Anthropology and Education | GPA: 4.0

Rutgers, The State University of New Jersey – B.A. African American and African Studies, double minor Public and Non-Profit Administration; and Psychology – Summa Cum Laude

SUPPLEMENTAL INFORMATION

Languages: English (native), Spanish (conversational)

Achievements: Margaret Mead Research Scholar, McNair Research Scholar, Meyer’s Foundation Award

--	--	--