

Amina Johnson

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SUMMARY

Dedicated Admissions Counselor with over 5 years of experience in guiding prospective students through the admissions process. Proven track record in increasing enrollment rates and improving student engagement through effective communication and personalized counseling strategies.

EXPERIENCE

Senior Admissions Counselor

Jan 2022 - Present

Bright Futures University, San Francisco, CA

- Increased overall enrollment by 25% over two years through targeted recruitment strategies and personalized outreach programs.
- Conducted over 150 informational sessions and one-on-one counseling meetings, enhancing prospective student engagement by 40%.
- Implemented a new CRM system that streamlined the application tracking process, reducing processing time by 30%.

Admissions Counselor

Aug 2018 - Dec 2021

Green Valley College, Los Angeles, CA

- Achieved a 20% increase in applications from underrepresented communities by developing community outreach programs.
- Collaborated with marketing teams to enhance recruitment materials, leading to a 15% boost in application completions.
- Trained and mentored junior counselors, improving the team's overall effectiveness and efficiency.

Admissions Assistant

Jun 2016 - Jul 2018

Riverbend University, San Diego, CA

- Assisted in managing a high volume of inquiries and applications, improving response time by 50%.
- Organized campus tours and events that increased visitor turnout by 35% year-over-year.
- Utilized data analysis tools to track application trends and improve recruitment strategies.

EDUCATION

Bachelor of Science in Psychology

May 2018

University of California, Berkeley, Berkeley, CA • GPA: 3.7

SKILLS

Technical Skills: CRM Software, Data Analysis, Student Information Systems, Public Speaking

Tools & Frameworks: Salesforce, Microsoft Excel, Google Analytics