

SAMPLE CLIENT

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EXECUTIVE VICE PRESIDENT ▪ VICE PROVOST ▪ DEAN

MARKETING & ENROLLMENT ▪ ACADEMIC AFFAIRS ▪ GRADUATE & EXECUTIVE PROGRAMS

Dynamic, energetic, forward-thinking leader with extensive experience advancing higher education institutions through academic affairs policy development, resource and budget management, curriculum development, support services, and innovation. Recognized for recruiting and hiring world-class faculty, staff, and students, forging strong cross-functional partnerships, and building a culture of diversity, equity, and inclusion. Skilled at designing data-driven marketing and communications strategies to strengthen brand identity and advance the organizational mission and goals.

SELECTED CAREER HIGHLIGHTS

- Spearheaded the development and implementation of a **brand new Graduate and Extension Division** defining academic policies, procedures, and processes across 50 masters and 17 doctoral programs.
- Developed an **international MBA faculty exchange program** by partnering with four academic partners across the world while enabling faculty to teach abroad, optimize professional development, and drive engagement.
- Partnered with **Texas Tech and other top universities** to develop and implement a Joint MBA Degree.

AREAS OF IMPACT

Enrollment Management ▪ Program Development & Promotion ▪ Academic Policy ▪ Diversity, Equity & Inclusion
Hiring, Recruitment & Retention ▪ Academic Support Services ▪ Student Centered ▪ Assessment & Analytics
Budget Development ▪ Faculty Management ▪ Online Learning ▪ University Accreditation ▪ Professional Development

PROFESSIONAL EXPERIENCE

SAMPLE UNIVERSITY | Location

2008-Present

DEAN - GRADUATE EXTENSION DIVISION (2017-Present)

XYZ University is recognized among the Top 2% best universities in the world by the QA World University Rankings with 55 undergraduate programs (14K students) and 100 graduate programs (3K students).

Provide innovative leadership to build, advance, and assess graduate programming, educational/research opportunities, academic standards, curriculum development, and enrollment strategies while promoting a diverse and inclusive culture. Own strategic planning and budgeting. Build strong relationships with internal stakeholders (18 cross-functional Deans) and the community to advance the mission and goals. Develop recruitment strategies to attract and retain top graduate students and faculty while ensuring a student-centered environment to advance professional development.

SELECTED ACHIEVEMENTS

- Continually raise the stature of graduate programs by collaborating with department chairs and faculty to plan, develop, and assess new and existing graduate programs.
- Drive forward-planning as a member on four presidential committees: Student Retention, Academic Infrastructure, Internal Processes, and Data Governance.
- Grew enrollment revenue from \$18M to \$20M with a 35% profit margin within four years while increasing graduate program enrollment by 20% through strategic graduate enrollment management.
- Expanded brand awareness and growth by developing data-driven, multi-channel marketing campaigns.
- Designed and developed an annual \$1.5M scholarship and discount plan to support graduate students.
- Improved graduate curriculum for all programs to deliver state-of-the-art curriculum for a new academic model.
- Planned, directed, and executed a \$7M infrastructure project to remodel a north campus graduate building.
- Enhanced online learning by creating a brand new office to guide online courses and programming.

MBA EXECUTIVE DIRECTOR (2008-2017)

Developed and executed internal promotional plans and compelling multi-channel marketing campaigns (social, owned, earned, paid media) that drove brand awareness, engagement, and raised visibility of institutional priorities. Measured and monitored campaign effectiveness and leveraged data and insights to drive continuous improvement. Developed a best-in-class enrollment strategies, policies, and processes to deliver an exceptional experience. Led recruiting events and interviews for all MBA candidates. Forged strong partnerships with cross-functional departments to continually improve programs and ensure national and international accreditations (AACSB, AMBA, etc.). Provided exceptional student support services through advising, mentoring, and development. Led a top executive team and maximized a \$1M budget.

SELECTED ACHIEVEMENTS

- Continually raise the caliber, reputation, and quality to differentiate the MBA program by collaborating with the community, department chairs, deans, and faculty to plan, develop, and assess new/existing graduate programs.
- Earned the first International Accreditation with AMBA and captured AACSB accreditation for the Business School.
- Raised the stature of the MBA program from #6 to #2 ranking; recognized in the high profile *Expansión Magazine*.
- Doubled student enrollment across tenure by developing strategic marketing and promotional plans.
- Partnered with top universities to develop and implement dual degrees; Texas Tech University (Joint MBA Degree); Florida International University (MIB/MBA); and EADA Business School (Joint MBA Degree).
- Boosted the student experience by partnering and promoting a joint extra-curricular program (Global Village) with LeHigh University.
- Founded the MBA Advisory Board recruiting 10 highly renowned alumni and three international members; founded, led, and honorary member of the MBA Alumni Association (1K+ members).
- Generated \$2M+ in admissions revenue with a 30% profit margin.

SAMPLE UNIVERSITY | Location**2005-2008****VICE PROVOST FOR ACADEMIC AFFAIRS**

Sample University is the largest private university in XYZ with 120K students boasting 37 campuses with high school, undergraduate, executive undergraduate, and graduate programming.

Served as change agent in building a shared vision to promote academic excellence and support the university mission by defining academic policies to enhance faculty hiring, retention, promotion, and development. Directed graduate, undergraduate, and high school programs, curriculum development, and program assessment. Owned strategic planning, resources, and budgeting (\$3M+) across all academic divisions. Served as education thought leader in the community. Provided actionable insights to the campus President based on higher education trends.

SELECTED ACHIEVEMENTS

- Drove transformational change during a time of growth and expansion; facilitated the purchase of 12 acres of land, and oversaw the initial construction of the first three buildings and two expansion stages.
- Executed the effective delivery of the first term in Fall 2005 with 500 students, 11 undergraduate programs, two executive undergraduate programs, five Master's programs, and the first high school campus cohorts.
- Recruited, hired, developed, and retained 35 faculty and 180+ professors.
- Grew enrollment from 500 to 1,800 students with 75 staff in less than three years while earning recognition as an innovative and revolutionary academic institution with high end programs at an affordable cost.
- Forged 50+ partnerships with local companies, media, chambers, civil associations, and government to improve and enrich the academic experience.
- Attracted top students by developing a scholarship program which offered 200 full and partial scholarships.

EDUCATION

Doctor of Philosophy (Ph.D. Candidate) in Public Administration | XYZ University | Location

Master of Arts in International Leadership | EADA Business School | Barcelona, Spain

Master of Arts in Marketing Management | IE Business School | Madrid, Spain

Bachelor of Business Administration | XYZ University | Location