

LINDSAY PALMER, MBA

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Professional Summary

High-performing and mission-oriented strategic marketer and communication leader with over six years of marketing experience. Experience leading teams and project management. Able to balance multiple deadlines while maintaining an organized yet creative approach. Flexible and eager to learn new skills and software.

Work History

Enrollment and Student Development Manager

Aug 2018 - Current

Abilene Christian University, College Of Business Administration

Abilene, Texas

Provides leadership, strategic enrollment management, and oversight of recruitment strategies for the College of Business Administration to attract right-fit students to programs.

Primary duties include:

- Executing enrollment and student development strategies for the College of Business Administration.
- Leading implementation of recruiting, marketing, and student development tactics for all departments within the College of Business Administration.
- Managing student workers and facilitate staff coordination in support recruiting events.
- Serving as sponsor for a collegiate chapter of the American Marketing Association for ACU.
- Helping with the creation, implementation, organization, and coordination of Heacock Scholars, a COBA honors scholars program.
- Serves as program director of Heacock Scholars.
- Reviews and awards incoming scholarship applications
- Manages and updates WordPress websites.
- Established and manages COBA student ambassador program

Recruiter

Aug 2015 - Jul 2018

Abilene Christian University, Office of Admissions

Abilene, Texas

Engaging campus recruiter, representing Abilene Christian University to prospective students and organizations, increasing inquiries, converting applications into enrolled students, and exhibiting superior customer service skills and professionalism throughout daily interactions and communications with students, including phone calls and emails and information sessions.

Specific Duties Included:

- Assisted students in universities, colleges, and high schools to help them prepare for, select, and get into schools.

- Highlighted benefits of specific schools, programs, and courses to attract students and encourage diversity on campus.
- Organized over 15 recruiting events and representing schools at college fairs, high schools, and other promotional opportunities.
- Maintained accurate and current knowledge of educational legislation, trends, developments, and resources.
- Skilled in working independently and collaboratively with team members, faculty, students, alumni, administrators, and staff.
- Flexible work schedule that included days, evenings, and some required weekends.
- Devised strategies to reduce expenses, modernize operations and revamp procedures to improve institution operations.

Skills

- Employee Presentations
- Ability to collect data
- Experience creating marketing objectives
- Staff Training
- Market Analysis
- Leadership training
- Knowledgeable in CRMs (Slate & Talisma)
- Public speaking
- Campaign management
- Strategic Planning

Education

Certificate: Analytics	2020
Abilene Christian University	Abilene, TX
MBA: Marketing	May 2019
Abilene Christian University	Abilene, TX
Bachelor of Science: Psychology	May 2015
Abilene Christian University	Abilene, TX

Accomplishments

ACU UNITED WAY LOANED EXECUTIVE (2021)

Organized and directed ACU's United Way 2021 campaign. Increased donations by 10%.

AFRICAN AMERICAN WOMEN'S INITIATIVE MENTOR (2020 – Present)

Provided support to African-American women at ACU, focusing on student needs and ultimately uplifting the African-American student experience at ACU.

BLACK STUDENT ORIENTATION EVENT ORGANIZER (2017)

Organized and planned ACU's first official black student orientation. Including reserving spaces, managing and creating marketing communications, gathering guest speakers, etc.