

# Brandon Anderson

Results-oriented and highly adaptable professional with extensive experience in recruiting, training, supervising, and evaluating students, applicants, and employees. Known for a keen attention to detail and a proactive, self-motivated approach to achieving goals. Skilled in planning and organizing effective training programs and working collaboratively across teams to drive organizational success. Committed to delivering high-quality outcomes while fostering a positive and productive work environment.

## CORE COMPETENCIES

- **Marketing & Communication:** Strong skills in developing targeted marketing materials (brochures, emails, social media content) and utilizing various communication channels to promote academic programs
- **Public Speaking & Presentations:** Excellent public speaking skills, capable of presenting to large groups of prospective students, families, and educators at recruitment events, workshops, and school visits
- **Cultural Competency & Diversity Advocacy:** Ability to engage diverse student populations and promote inclusivity and equity in the recruitment process, ensuring that outreach efforts reach underrepresented groups
- **Customer Service & Counseling:** Expertise in providing personalized guidance and support to prospective students and their families, helping them navigate the application and financial aid processes
- **Collaborative Teamwork:** Ability to collaborate effectively with faculty, staff, and external partners to align recruitment efforts with institutional goals and enhance the student experience
- **Technology Proficiency:** Skilled in utilizing CRM systems, social media platforms, virtual engagement tools, and other technologies to support recruitment and admissions activities
- **Strategic Planning & Goal Setting:** Proficient in developing and executing strategic recruitment plans, setting measurable goals, and continuously assessing and improving recruitment initiatives
- **Data Analysis & Reporting:** Ability to analyze recruitment data, track key performance metrics, and use insights to optimize outreach strategies and improve conversion rates
- **Event Planning & Coordination:** Skilled in organizing and executing recruitment events, campus tours, information sessions, college fairs, and outreach programs to connect with prospective students
- **Admissions Process Management:** Proficient in managing the full admissions cycle, including application review, counseling students on admission requirements, and ensuring smooth processing and follow-up
- **Relationship Building:** Strong ability to build and maintain positive relationships with students, parents, high school counselors, and community organizations to foster interest in higher education opportunities
- **Student Recruitment & Engagement:** Expertise in identifying, attracting, and engaging prospective students through targeted outreach strategies, events, and campaigns

## PROFESSIONAL EXPERIENCE

### eCampus Recruiter

April 2025

eCampus - Carrollton, Georgia

- Conferred with management to develop and implement personnel policies or procedures
- Promoting USG's collaborative online course offerings across partner institutions
- Hosting virtual and in-person recruitment events, webinars, and info sessions
- Assisting students in navigating enrollment processes and online learning tools
- Championing access, affordability, and academic success through eLearning

### Admissions Counselor

Life University - Atlanta, Georgia

September 2023-April 2025

- Delivers professional presentations, representing the University at recruitment events, tours, and conferences on and off-campus
- Participates in planning, implementing, and evaluating recruitment functions and programs
- Manages territories based on data analysis, employing strategic recruitment efforts for high schools within designated territory
- Maintains and develops college and vendor relationships, actively participate in various recruitment functions, and work towards meeting departmental and institutional enrollment objectives
- Prepares progress reports for recruiting functions or events, monitor reports related to recruitment and enrollment functions in computer systems

### Admissions Recruiter & Outreach Specialist

Atlanta Metropolitan State College - Atlanta, Georgia

February 2021- September 2023

- Interpreted and explained recruitment resource policies, procedures, laws, standards, and regulations
- Reviewed and evaluated applicant qualifications and eligibility for recruitment according to established guidelines and designated admission codes
- Supervised, trained and evaluated staff in ongoing recruitment projects such as campus tours, mailouts, and phone campaigns
- Monitored target markets and university enrollment, producing reports for use by Outreach and Admissions staff
- Interpreted and explained recruitment resource policies, procedures, laws, standards, and regulations
- Interviewed student applicants, obtaining relevant information on work history, volunteering, extracurricular activities, and job skills

**Recruitment Specialist**

July 2018- February 2021

**University of Houston** - Houston, Texas

- Reviewed and evaluated applicant qualifications and eligibility for recruitment according to established guidelines and designated admission codes
- Evaluated recruitment techniques by conducting research, follow-up activities to analyze data to arrive at valid conclusions, recommendations, and plans of action
- Conferred with management or supervisory personnel, providing manager guidance and assistance in administering company policies, procedures and best practices
- Interpreted and explained recruitment resource policies, procedures, laws, standards, and regulations
- Supervised, trained and evaluated student assistants in ongoing recruitment projects such as campus tours, mailouts, and phone campaigns

**Admissions Counselor**

October 2016- July 2018

**University of Texas at San Antonio** - San Antonio, Texas

- Admitted and denied students by the process of thoroughly reviewing their admission application and supplemental documentation
- Supervised, trained, and evaluated student assistants in ongoing recruitment projects such as campus tours, mailouts, and phone campaigns
- Developed and implemented recruiting strategies to meet current or anticipated admission needs
- Coordinated admission counselor training workshops and presentations including scheduling and tracking
- Selected qualified candidates and referred them to hiring managers; made hiring recommendations when appropriate
- Scheduled and conducted new candidate orientations

**One Stop Enrollment Specialist**

May 2014- October 2016

**University of Texas at San Antonio** - San Antonio, Texas

- Conferred with management to develop and implement personnel policies or procedures
- Trained, advised, problem solved, and counseled students regarding financial aid, scholarships, admissions, registration, housing, and billing policies and procedures through courses and outreach programs
- Gathered and reported weekly staff numbers and create weekly staff schedule using Microsoft Excel
- Conferred with management to develop and implement personnel policies or procedures
- Advised, problem solved, and counseled students regarding financial aid, scholarships, admissions, registration, housing, and billing policies and procedures
- Conducted various financial aid outreach presentations to local high schools and universities

**EDUCATION**

**Master of Education in Education & Leadership Policies & Studies**, University of Texas at San Antonio December 2015

**Bachelor of Science in Communication**, Lamar University May 2013