

Teresa A. Haney

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Summary of Qualifications

Ten plus years of success and advancement in areas of recruiting, management and sales. Demonstrates high ability in collaboration, building rapport and developing meaningful relationships. High level of integrity and authenticity while maintaining focus on meeting necessary operational goals for success. Charismatic and great communicator with extraordinary work ethic.

Education

Bachelor of Science: Business Administration, Integrated Marketing Communications emphasis; 3.88 GPA

Southeast Missouri State University, May 2005

Master of Business Administration; 3.82 GPA

Southeast Missouri State University, May 2013

Professional Experience

Southeast Missouri State University

Assistant Director of Admissions for Recruitment

Cape Girardeau, MO

April 2013-April 2016

- Managed team of seven counselors and helped develop marketing plans specific to each recruiting territory
- Oversaw hiring and training process and personally mentored admission counselors
- Completed mid and end year evaluations for each team member to accurately assess job performance
- Led recruiting team in successful integration of Ellucian Recruiter CRM system
- Started weekly recruiting team personal development meeting to help grow each counselor professionally
- Served on committee for University wide comprehensive rebranding project
- Developed campaigns using CRM system with various triggers such as purchasing a name, campus visitor, etc. and using a variety of communication channels such as email, text, postcard, etc.
- Reassessed territories with consideration of performance, counselor fit, travel requirements and budget limitations
- Oversaw planning and budgets of all special events including Show Me Day, Multicultural Showcase, Summer Scholars, Regional Campus Open House Events, various counselor luncheons and more
- Worked closely with Educational Access Programs to coordinate Multicultural Showcase event which provided transportation to campus from North County St. Louis and the Missouri bootheel
- Maintained personal territory of vital feeder schools within Cape Girardeau Country
- Presented at local elementary and high schools on a variety of college preparation and financial aid topics
- Handled strategic purchasing of names from ACT and NRCCUA to widen prospective student pool
- Represented Southeast and recruiting staff at various local events and on campus committees
- Collaborated with all academic units and student services to ensure their participation in recruitment events
- Ran weekly reports to keep track of campus visitors, applications, admits and housing contracts
- Worked closely with Director of Admissions and other Assistant Directors to ensure efficient operations, aid in positive office culture and successful recruitment activities

United Land Title, LLC

Marketing Director and Closer

Cape Girardeau, MO

July 2012 – April 2013

- Designed and executed a marketing action plan to grow business with local realtors and banks
- Developed database to implement marketing plan and track correspondence to target audience
- Effectively managed time to coordinate up to six real estate closings each day
- Communicated with lenders, realtors and customers to coordinate closings by preparing legal documents, depositing and disbursing funds
- Often required to manage tense situations between buyers and sellers
- Quickly built rapport to establish credibility and control of room during real estate closings

Northwestern Mutual – The Hahs Group

Director of Recruitment and Selection

Cape Girardeau, MO

November 2010 – July 2012

- Oversaw all recruiting and selection activities for full time and internship positions
- Developed centers of influence in the community and on campus to obtain referrals
- Conducted a minimum of 22 initial meetings monthly to advance candidates through the selection process
- Averaged 80 phone calls per week to set initial meetings
- Supervised and delegated appropriate recruiting activities and administrative work to recruiting assistants
- Responsible for all facets of internship program including recruiting, training, development and coaching
- Successfully recruited 23 interns in 2011 to build a successful and robust program
- Conducted weekly team and 1-on-1 meetings according to specific team training and development needs
- Measured and reported individual and team results on a weekly, monthly and quarterly basis
- Assisted all interns through the contracting process including background check, passing of state licensure exam and applying for state license
- Attended Internship 101 and Internship 201 training courses in Milwaukee, WI

Southeast Missouri State University

Admissions Counselor II

Cape Girardeau, MO

May 2006 – November 2010

- Recruited students from 65 high schools in the St. Louis and St. Charles area
- Increased average number of enrolled students in territory by 50% from approximately 225 to 340
- Responsible for the largest number of enrollees in assigned territory in school history
- Maintained growth in territory for three consecutive years despite increasingly strict admissions standards
- Measured applications, admits and housing deposits monthly to track progress toward territory goals
- Requested opportunity to take on under-performing STL area private schools due to personal record of success
- Coordinated 10 weeks of travel arrangements with minimal supervision to effectively manage territory
- Assisted students from various socioeconomic and cultural backgrounds through process of applying, securing housing, scholarships and financial aid
- Developed high proficiency with Banner operating system, Word, Access and Excel to run reports and queries
- Planned events including counselor luncheons in St. Louis, Summer Scholars Luncheon (300+ attendees) and College of Business Open House (25+ attendees)
- Served two year term on executive board of Missouri Association for College Admission Counseling (MOACAC) as chair of Professional Development Committee
- Planned Tools of the Trade conference to train and mentor new admissions professionals from across Missouri
- Maintained and created new professional and personal development opportunities for 350+ members of MOACAC

Awards/Honors

- Recognized as a 2 Star Diamond Coach – Team Beachbody, LLC
- Northwestern Mutual – Gross Network Office #1 Recruiting Team 2011
- 2009 Rising Star Award - Missouri Association for College Admission Counseling (MOACAC)
- Southeast Missouri State University Homecoming Woman of the Year, First Runner Up, 2004
- National Panhellenic Council President, 2004-2005

Community Involvement

- Rotary Youth Exchange Host Family for Glendale student, Springfield, MO; Fall 2018
- Immaculate Conception Fashion Show Committee 2017-2019
- Immaculate Conception Parish Member, 2016 - present
- Millwood Golf and Racquet Club Member, 2016 – present

References

Dr. Deborah Below

Vice President for Enrollment Management and Student Success
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