

# Erin Englund

*Relationship Builder | Networker | Recruiter | Public Speaker | Event Planner*

Experienced higher ed professional with 12 years of expertise in outreach, strategic relationship building, and college recruitment. Adept at networking, marketing, event planning, and public speaking. Quick learner with a talent for establishing connections and driving success in new territories.

## CORE COMPETENCIES

- Customer Relationship Management (CRM)
- Territory Growth Management
- Team Training
- Large-Scale Event Planning
- Market Research
- Social Media Management
- Conflict-Resolution
- Data Extraction
- Advising and Telecounseling
- Budget Management

## PROFESSIONAL EXPERIENCE

University of Arizona College of Agriculture, Life & Environmental Sciences (CALES) | Tucson, AZ

### Director of Recruitment

August 2022 – Present

### Senior Coordinator, Recruitment & Outreach

July 2021 – August 2022

### Coordinator, Recruitment

December 2017 – July 2021

- Drive strategic partnerships with high schools (CTE programs – FCCLA, HOSA, DECA, FFA, etc.), community colleges, industry leaders, and independent counselors to strengthen recruitment pipelines, particularly for students pursuing STEM, life sciences, and agriculture careers. Increased incoming student recruitment by 24% between 2018 and 2023.
- Supervise and train 17-36 new and returning CALES student ambassadors through semesterly and ongoing training. Revamped ambassador training to incorporate diverse learning styles and introduced a mentor/mentee program.
- Lead college-wide recruitment and yield initiatives for freshman and transfer students, managing a \$100,000 - \$120,000 recruitment budget and \$100,000 - \$150,000 marketing budget in collaboration with CALES academic departments, faculty, and advisors.
- Develop recruitment events with both high yield and show rates and host 500+ families on campus annually.
- Oversee the recruitment team, including a recruitment coordinator and a transfer recruitment advisor, ensuring alignment with institutional enrollment goals and enhancing outreach through innovative engagement strategies and strengthened external partnerships.

State University of New York at New Paltz | New Paltz, NY

### Assistant Director of Freshman Admission

September 2016 – November 2017

### Freshman Admission Advisor

September 2015 – September 2016

- Recognized as a “super reader” while reviewing 13,000 freshman applications, ensuring admission decisions aligned with university policies.
- Cultivated strong relationships with prospective students, families, and counselors through regional and out-of-state recruitment efforts, including interviews, telecounseling, and presentations.
- Led the planning and execution of fall and spring open house programs, fostering connections with 5,000+ attendees while managing paid student ambassadors, staff, and volunteers.
- Strengthened partnerships with high schools by organizing and facilitating NYC Group Tour visits, bringing over 730 students to campus each semester.

- Built key relationships with high-achieving students and their families by overseeing the annual Johns Hopkins University Center for Talented Youth award ceremony and recognition event.

Youth On Their Own | Tucson, AZ

**Special Projects Manager**

April 2015 – September 2015

- Fostered strong relationships with key stakeholders while leading major projects that supported financial and geographical growth, ensuring seamless project execution and event management. Guided and coordinated event-relevant employees and volunteers to enhance collaboration and success.
- Partnered closely with business leaders to develop and implement strategic initiatives, strengthening market position and driving profitability through effective teamwork and shared vision.
- Maintained relationships with community partners by organizing, scheduling, and staffing third-party fundraising and speaking events, expanding outreach and engagement opportunities.
- Served as a key point of contact for social media platforms, engaging with audiences on Facebook, Twitter, Instagram, LinkedIn, and Google+ to foster community connections and brand awareness.
- Acted as a liaison between YOTO and an external graphic designer, ensuring brand consistency and alignment in marketing collateral. Managed social media creatives and marketing campaigns, collaborating on content creation and editing to enhance audience engagement.

Tucson College – Delta Career Education Corporation | Tucson, AZ

**HS & Community Relations Coordinator / Brand Conversation Manager**

August 2012 – March 2015

- Built strong relationships with students, parents, and educators by launching, directing, and executing all on-campus events for the High School Admissions Team, including financial aid, resume, and career-readiness workshops.
- Founded Prom-O-Rama, an event that served 850+ community members and provided 500+ students with free prom dresses, creating an impact from Fiscal Year 2012 – 2015.
- Collaborated with CareerBuilder and Hero2Hired to bring together over 80 employers for some of Southern Arizona’s largest career events, bridging opportunities between students, job seekers, and businesses (April 2012 – 2015 and October 2013 – 2014).
- Created relationships with over 70 high schools across Southern Arizona, engaging students and educators through dynamic, high-energy workshops. Facilitated over 300 in-classroom sessions, ranging from 3 to 1,000 students.
- Oversaw two high school admission representatives, ensuring alignment with enrollment goals and fostering a collaborative team culture.
- Drove admissions success by generating 2,500 leads, exceeding lead goals by 137% (Fiscal Year 2013 – 2014), and securing 1,400 leads at 123% of goal (Fiscal Year 2012 – 2013). Earned Top Performer recognition, ranking 1st and 5th out of 36 sister schools.

**VOLUNTEER EXPERIENCE**

Arizona FCCLA | Post-Secondary Education Representative Board Member | 2020-Present

Tucson Metropolitan Chamber of Commerce | Education/Workforce Readiness Committee | 2012-2015

AmeriCorps Youth Volunteer Corps | Team Leader / LeaderCorps Member | 2011 - 2012

**EDUCATION**

Master of Science | Human Resource Management | Stony Brook University, Stony Brook, NY

Bachelor of Science | Biology, Organismal and Environmental | SUNY New Paltz, New Paltz, NY