
SUMMARY OF QUALIFICATIONS

- Nine years of higher education experience in new student recruitment, strategic planning, retention, enrollment management, accreditation compliance, administration, community outreach and marketing
- Master of Science in Higher Education with concentrations in Administration, Leadership and Enrollment Management. Bachelor of Arts in Sociology. Three years of college courses in Engineering and Physics.
- Nine years of experience in working with incoming, existing and returning students in accessing their academic, financial, and social needs and realities.
 - Conducted interviews with all incoming and returning students (and sometimes families) to optimize their chances for successful completion, graduation, and placement.
 - Created and conducted surveys for all incoming, incoming, existing, and returning students to research the factors affecting their success.
- Nine years of experience in successful college event planning aimed at retention, successful completion of existing students and recruitment of new students from the community and local high schools.
 - Organized over fifty events with up to 120 attendees for new prospects and returning students.
 - Organized over thirty new student orientations with up to one-hundred students.
 - Was member of the organizing committee for ten college graduation ceremonies.
- Strong research and data analysis skills aimed at making projections for meeting institutional goals and targets. Strive to be a critical and creative thinker in an effort to achieve ethical and just actions to address complex and multi-faceted problems. Research thesis: [College Earned Skills and Alumni Success](#)
- Proven ability to initiate, plan and execute public and student events for recruitment and retention
- Eleven years of supervisory experience leading professional staff development including hiring, supervision, training, mentoring, and conducting performance evaluations
- Proven ability to work collaboratively with institutional departments, leaders and colleagues to achieve targets
- Proven ability to develop and nurture productive and collaborative relationships with community leaders, students, parents, educational partners, faculty, and staff
- Empathetic and compassionate toward the needs of ambitious students and college applicants with financial difficulties. Authored and implemented financial aid packages and scholarships for low-income, single parent and academically achieving students and applicants.
- Open-minded and experienced in working with individuals from diverse national, cultural, racial, ethnic and socioeconomic backgrounds. Appreciative and understanding of diverse points of views and cultural values. Open to growth, collaboration and learning from colleagues and students.
- Knowledgeable about the latest learning, educational and inter-disciplinary trends as well as current social and community issues and their respective global significance and impact.
- Proven ability to develop and execute departmental strategic plans and budgets
- Twenty-seven years of experience in corporate branding, marketing, advertising, online e-commerce development, and graphic design
- Creative problem solver, bringing fresh ideas, progressive approaches and new energies
- Excellent verbal and written communication skills.
 - Speaker at over fifty college recruitment events as well as new student orientations.
 - Weekly newspaper columnist addressing social and community issues.
- Proficient in Adobe Illustrator, InDesign, Photoshop, Acrobat and Microsoft Office Suite
- Completed collaborative Institutional Training Initiative (CITI) and received IRB certificate for Human Research Subjects
- Multi-lingual: Proficient in spoken and written English, Armenian (Eastern and Western) and Persian/Farsi. Beginner to intermediate skills in Spanish. Completed a year of studies in Latin.

PROFESSIONAL EXPERIENCE

AMERICAN UNIVERSITY OF ARMENIA | Yerevan | Armenia

Adjunct Lecturer | August 2020 to Present

- Freshman Seminar 1 & 2
- Contemporary Issues in American education

PATRIK A LLC | Yerevan | Armenia

Principal | January 2018 to Present

Direct the creative and marketing efforts of a design studio specializing in the education, legal and the retail industries specializing in branding, packaging, web design, and digital marketing.

INTERTEX, INC | Azusa | CA

Director of Business Development & Marketing | January 2015 to December 2018

Responsible for the development, implementation and growth of the online business platform, company branding, product development, strategic planning, and customer service. Supervising a team of twenty (20) professionals.

KEY CONTRIBUTIONS

- Developed, designed, and implemented the online e-commerce platform.
- Hired, trained, and built the marketing department focusing on product development, search engine optimization, pay-per-click, direct mail, social media, and branding campaigns. The online business has grown from zero annual sales to a projected \$5,000,000 gross from 2015 to 2017.
- Hired, trained, and built the customer service team to process sales and attend to the needs of new clientele.

MT SIERRA COLLEGE | Monrovia | CA

Director of Admissions, Returning Students & Marketing | February 2006 to January 2015

Reported to the Campus President (and the Campus Director and Chief Operating Officer) and responsible for creation and execution of the institutional strategic recruitment and marketing plan, supervision, training, coaching, hiring and management of admissions, high school outreach, re-enrollment, and marketing departments. Served as the Deputy Interim Campus Director from January 2014 to October 2014.

KEY CONTRIBUTIONS

New Student Recruitment

- Formed and supervised the campus-wide New Starts Enrollment Management Committee representing all departments to optimize new student recruitment and facilitate collaboration among directors. Increased student population by 167% within three years (375 to 625).

Management, Staff and Personnel Development, Team Building

- Hired, trained, and recruited admissions, administrative and marketing staff. Created and implemented the Admissions Training Manual for new hires. Managed a team of 20 employees and supervised the adult admissions, high school admissions, high school outreach, adult outreach, re-enrollment, marketing and admissions support.
- Created and implemented a performance-based Admissions metrics for the department.

PROFESSIONAL EXPERIENCE | CONTINUED

KEY CONTRIBUTIONS

Accreditation and Compliance

- Successfully trained staff, prepared for, and participated in two accreditation visits. Met with accrediting agents, answered questions and provided information relevant to the renewal of accreditation status.
- Participated in the WASC Steering Committee as a contributing committee member.

Financial Aid Strategic Planning and Scholarships

- Based on research data from incoming applicants, drafted, designed, and implemented all the three current Mt. Sierra scholarships for low income (President's), single parent (Dean's) and academically achieving (Academic Excellence) students and applicants to reduce and eliminate financial aid gap funding for qualified applicants and students.

Retention and Re-Enrollments

- Supervised the re-enrollment process and helped re-enroll students to the College by outreach as well as addressing their financial and academic obstacles.

Marketing

- Formed and supervised the campus-wide Marketing Advisory Committee representing all departments to optimize institutional growth and promote holistic marketing strategies.
- Initiated supervised the redesign of the Mt. Sierra College Website with in-house resources. Developed content, architecture as well as directed design and implementation with a focus on capturing inquiries and dissemination of information on the institution.
- Developed and implemented the first comprehensive Referral Campaign Program at Mt. Sierra College with corresponding marketing collateral.
- Developed and supervised the search engine optimization and pay-per-click online campaigns to increase new inquiries for college applicants.
- Initiated and supervised the production of television spots, radio broadcasts and the billboard campaigns. Developed the print marketing collateral. Directed the Mt. Sierra TV production aired on cable television. Managed an annual marketing budget of \$1,000,000.

Branding and Social Media

- Re-branded the College identity to communicate 'academic excellence' and developed a series of marketing products to promote the college in the community.
- Directed the strategic plan to improve the College's social media presence based on organic data development and management as well as tactical advertising and positioning. The College's positive online presence and rankings improved three months ahead of the scheduled target date.

Event Planning

- Introduced, planned, and implemented successful recruitment events such as Mt. Sierra Extension with attendance as high as 120 per event. Worked with Academics, the Registrar and the Board liaison to secure instructors, classroom space and funding for the event. Achieved a 25% conversion of participant to application.
- Introduced, planned, and implemented successful high school recruitment events such as Link to College and High School Extension with attendance as high as 45 per term for high school applicants.

PROFESSIONAL EXPERIENCE | CONTINUED

PADA DESIGN | Glendale | CA

Creative Director & Principal | June 1996 to December 2005

Directed the creative and marketing efforts of a design studio specializing in the education, legal and the entertainment industries. Specialized in branding, web design, direct mail and print advertising.

TRIBUTE PUBLICATIONS, LOS ANGELES TIMES-GLENDALE NEWS-PRESS | Glendale | CA

Columnist | January 2001 to March 2005

Weekly columnist addressing social and educational issues affecting the community.

EDUCATION

DREXEL UNIVERSITY | Philadelphia | PA

Master of Science in Higher Education | Graduated in 2014

Concentrations | Administration, Leadership and Enrollment Management | GPA 3.95

Research thesis: [*College Earned Skills and Alumni Success*](#)

UNIVERSITY OF CALIFORNIA, LOS ANGELES (UCLA)

Bachelor of Arts in Sociology | Graduated in 1999

LANGUAGES

English, Armenian (Eastern and Western), Persian/Farsi, Spanish (beginner-intermediate).

Completed a year of studies in Latin.