|  |  |  |
| --- | --- | --- |
| Michael Johnson | | |
| Summary  Strategic and results-driven Senior Admissions Counselor with over 10 years of experience in higher education. Expert in developing innovative recruitment strategies and enhancing the student admissions experience.  Work Experience  **Senior Admissions Counselor Jan 2018 – Present**  Metropolis University Metropolis, TX   * Led a team to achieve a 25% increase in freshman enrollment over three consecutive years. * Developed a comprehensive marketing strategy that enhanced brand visibility and engagement.   **Admissions Manager May 2013 – Dec 2017**  Metro State College Metro City, TX   * Managed a departmental budget of $1M, optimizing resource allocation and reducing costs by 10%. * Oversaw recruitment efforts that resulted in a 20% increase in diverse student enrollment.   Education Doctor of Philosophy: Educational Leadership Jan 2013 *Metropolis University**Metropolis, TX*  certifications   * Certified Higher Education Professional – Council for Advancement and Support of Education – 2015 | Contact  (555) 123-4567  michael.johnson@example.com  Metropolis, TX 67890  Skills  Strategic Planning  Leadership  Data-Driven Decision Making  Budget Management  Marketing Strategies  Public Speaking  Stakeholder Engagement  Team Development |