Andre Kowalski

ASSISTANT DIRECTOR OF ADMISSIONS

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Summary

Assistant director of admissions with 9 years in Wisconsin college admissions, from counselor to running first-year recruitment. Supervises a team of 5 counselors, manages the CRM and chairs application review, and turns Excel enrollment reporting into weekly goals for staff.

Skills

- CRM
- Microsoft Office Suite
- Excel
- Application Review
- Staff Training
- Financial Aid
- Enrollment Reporting
- Transfer Recruitment
- Team Player
- Attention to Detail

Experience

Assistant Director of Admissions 07/2022 - Present

Lakeshore Lutheran College Milwaukee, WI

Private college with 2,900 undergraduates.

- Oversee 5 admissions counselors and 30 student ambassadors, setting territory goals and reviewing weekly travel plans.
- Manage the Slate CRM for first-year recruitment, building 40 automated email and text flows for 18,000 prospects.
- Chair application review, cutting decision time from 3 weeks to 9 days for **4,200** applications.
- Train new counselors on file reading, financial aid basics and FERPA, bringing each to a full territory in 90 days.

Senior Admissions Counselor 06/2019 - 06/2022

Kettle Moraine University Waukesha, WI

Regional private university.

- Led transfer recruitment from 6 community colleges, growing transfer deposits from 88 to 131 in two cycles.
- Built Excel enrollment reporting by territory and major for the weekly cabinet update.
- Coordinated 4 open houses a year for 600 guests each with academics, athletics and student life staff.

Admissions Counselor 07/2017 - 05/2019

Fox River College Appleton, WI

Small liberal arts college.

- Recruited in a 50-school Northeast Wisconsin territory, meeting the deposit goal 2 years running.
- Read 800 first-year applications per cycle and presented files to committee.
- Hosted 25 high school counselor visits a year to build ties with feeder schools.

Education

Bachelor of Arts 05/2017

Marquette University Milwaukee, WI

History