

Jacqueline S. Pratt

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Summary of Qualifications

- ✓ Possesses persuasive communication skills with a strong customer focus.
- ✓ Strong interpersonal skills with both internal and external customers.
- ✓ Demonstrates high level of integrity and professionalism as a front line administrator.
- ✓ Passionate about achieving challenging goals and admission deadlines.
- ✓ Technically proficient in Microsoft Office (Word, Excel, Outlook, PowerPoint, Publisher) Webinars, and teleconferencing.
- ✓ Extensive knowledge in producing and recognizing promising applicants to enhance an educational institution's student body.
- ✓ Excellent written and verbal communication skills including presentations to senior management, local city, and state officials.
- ✓ Recognized as "Top Performer" for sales goals met repeatedly.

Professional Experience

TimesharePartners.com, Orlando FL (Vacation Innovations)

Jan 2013 to Present

Supervisor

- ♦ Conduct new hire training to acquaint new sales agents with company policies, procedures, database systems and sales presentation.
- ♦ Provide daily leadership and direction to all new hires and coach and correct as needed.
- ♦ Manage staff while reporting departmental needs and initiating and executing training opportunities for sales team.
- ♦ Work with Director of Operations to achieve daily weekly and monthly revenue goals.
- ♦ Motivate sales agents to achieve high level of performance.

TimesharePartners.com, Orlando FL (Vacation Innovations)

August 2013 to December 2012

Sales Consultant

- ♦ Provided telephone sales for advertising and marketing department while meeting weekly sales goals.
- ♦ Provide customer service and product recommendation to prospects in order to close sales.
- ♦ Extensive lead tracking and database maintenance to record all activities for every prospect/customer
- ♦ Process customer requests according to established departmental policies and procedures.
- ♦ Process POS, review contracts and complete all sales transactions for every customer
- ♦ Customer service follow up as needed.

Sanford Brown, Jacksonville FL (Career Education Corporation)

March 2011 to December 2011

Director of Admissions

- ♦ Hired, trained, supervised, evaluated and replaced staff as needed to ensure objectives are achieved in the admissions process.
- ♦ Developed, documented, and implemented ongoing program of professional training for Admissions Representatives and staff.
- ♦ Provided leadership and direction for recruitment and admission efforts.
- ♦ Managed staff while reporting to the Vice President for enrollment.
- ♦ Assisted in establishment of branch revenue budgets in conjunction with Branch Director and Vice President of Admissions and Marketing.
- ♦ Responsible for overall management and coordination of the service functions of admitting new students.
- ♦ Audited the entire admissions process from lead generation to end of add-drop cycle.
- ♦ Structured, documented, and implemented Admissions Department organizational processes/procedures ensuring consistent operation according to corporate, state, and federal policies.
- ♦ Provided management using accurate weekly performance reports to ensure adequate check and balances related to advertising and recruitment program effectiveness and customer satisfaction.
- ♦ Monitored the entire application process from generation of lead until process as active student.

Thompson Institute, Philadelphia Pennsylvania

March 2006 to February 2011

Director of Admissions (Kaplan Higher Education)

- ♦ Ensured that the admissions department operates within prescribed regulations and standardized Kaplan recruitment procedures with the highest integrity and business ethics.
- ♦ Managed a team of 13 Admissions Reps and 2 Marketing Presenters.
- ♦ Produced, managed, and integrated new/existing marketing strategies.
- ♦ Managed budgets and prepared fiscal budget plans and reports.
- ♦ Restructured and executed high school programs in accordance with Kaplan Higher Education HS model.
- ♦ Established enrollment goals for High School Admissions Reps to ensure monthly run rates of booked futures are being met.
- ♦ Set expectations using these key metrics: leads, appointments, interviews, and enrollments.

Katharine Gibbs School, Philadelphia, Pennsylvania

March 2005 to March 2006

Director of Admissions

- ♦ Integrated new/existing marketing strategies for Philadelphia campus.
- ♦ Directed up to 10 Admissions Reps, 2 Marketing Presenters, and 2 Admission Coordinators.
- ♦ Managed key performance metrics daily, weekly, and monthly.

Katharine Gibbs College, New York, New York

June 2003 to March 2005

Assistant Director of High School Admissions

- ♦ Assisted with managing, training, and motivating Admissions Representatives.
- ♦ Responsible for attaining quarterly admissions start goals.
- ♦ Oversee all direct-mail marketing campaigns.

Manhattan Borough Development Corporation, New York, New York

January 2000- June 2003

Communications Director

- ♦ Responsible for philanthropic and fundraising activities from member associates.
- ♦ Created and executed marketing and sales training to small business owners.
- ♦ Served as Public Relations agent for organization.
- ♦ Responsible for writing all grants with RFP's submitted to member banks to generate revenue for organization.
- ♦ Served as liaison with Board of Director and government affiliates.
- ♦ Creating all marketing and advertising materials.

MasterCard International Global Headquarters, Purchase, NY

June 1996 – 1997

Marketing Assistant, Global Marketing Division

- ♦ Responsible for global customer client database management.
- ♦ Developed PowerPoint presentations and assisted with coordination of annual Global Marketing Conference.
- ♦ Coordinated on site meetings, maintained meeting calendars, booked travel, and conferences.
- ♦ Prepared meeting materials and spreadsheets, processed monthly expense reports, served as liaison with Marketing Director and design team for generation of marketing materials.

Coordinator, MasterCard University

June 1997 – 1999

- ♦ Served as host, facilitator, and event planner for off- site MasterCard member trainings for the US region.
- ♦ Distributed correspondence to affiliate members relative to training dates and information.
- ♦ Generated the training material for industry expert instructors for meetings.
- ♦ Worked with global members to coordinate and schedule training sessions.
- ♦ Assisted with development of annual training calendar for US region.

Education

Kaplan University,
Majoring in Organizational Communications

2010 - January
Not Completed