

JAY ARRINGTON, MA, CPLC

STRATEGIC ENROLLMENT LEADER | EXECUTIVE ADMISSIONS CONSULTANT | STUDENT-CENTERED INNOVATOR

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Professional Summary

Seasoned senior Director of recruitment & business development and certified Coach, with 16+ years of experience showcasing expertise in strategic partnerships and team leadership. Achievements include: Ranking 3rd best program in the Southeast of America, Dean's Advising Award, Chancellor's Circle for Exceptional Community Leaders, Rated #1 in Customer Satisfaction, Coach/ Mentor of the Year, Poole Pack Champion, elevating customer engagement and retention by 51%, demonstrating exceptional talent in recruitment & sales, and relationship management. Mastered ATS and CRM systems, ensuring unparalleled customer success and satisfaction.

Areas of Expertise

- Recruitment & Sales
- Supervision and Team Leadership
- Stakeholder Relationship Building & Management
- Public Speaking and Presentations
- Conflict Resolution
- Community Outreach
- Strategic Partnerships
- ATS and CRM software and systems
- Program & Project Management
- Data Analytics
- New Business Development & Consulting
- Talent Management
- Customer success and satisfaction

Professional Experience

03/2022 - Current
NC State University
Raleigh, NC

Director of Admissions, Recruitment, & Enrollment

Lead student and staff management, including performing evaluations, interviews, coordinating student success initiatives, and managing referrals to university and community resources; develop strategic relationships and engagements with influential industry partners and cross-functional teams.

- Increased student engagement and retention by 51% through strategic recruitment.
- Accomplished multi-year enrollment records, generating revenue surplus
- Manage, supervise and coach student success personnel and employees, ensuring effective handling of student cases and compliance with university policies.
- Create an extensive network of relationships across different departments and campuses
- Drive product awareness and activation while managing prospective customer success activities
- Oversee the department budget (\$2.4M) and provide regular financial reports and variance analyses.
- Facilitate the development and improvement of a student/stakeholder case management program, including policy development and implementation of best practices.
- Trusted advisor and subject matter expert, collaborating with key stakeholders and academic leaders to present solutions

05/2019 - 08/2022
NC State University
Raleigh, NC

Associate Director of Admissions

Head of recruitment focused on innovative change and development for career seekers and career changers.

- Led and executed recruitment strategies, including setting annual objectives and driving diversity efforts.
- Headed Community outreach, partnered and secured relationships with departments, universities, and professional groups in order to increase enrollments and build long term pipeline
- Increased diverse population by 24%
- Manage Admissions Committee and Student Services Coordinator

- Surpassed recruitment goal for new program within the first year
- Collaborated with Marketing/Communication team to devise branding & storytelling campaign
- Implemented and executed strategic new enrollment marketing and recruitment plan
- Launched and developed online program format in order to increase enrollments while managing residential program

06/2017 - 05/2019
University of North
Carolina at Chapel
Hill
Chapel Hill, NC

Asst. Director, Marketing and Prospect Management

Manage recruitment software, social media marketing and prospective student business development.

- Built LinkedIn Showcase Page content and increased followers by 5500% through both paid and organic social media engagement
- Led Business Development to acquire new prospect and potential business
- Directed educational campaigns that equipped faculty and staff with tools for recognizing and supporting at-risk individuals.
- Spearheaded student and stakeholder engagement programs, focusing on fostering positive relationships and a supportive environment.
- Executed account management strategies to promote new service offerings and cross-functional collaboration.

12/2011 - 06/2017
ECPI University/ ITT
Technical Institute
Raleigh, NC

Senior Advisor of Admissions

Project manager producing growth and revenue generation through managing all prospective and incoming case management through evaluations, interviews, and strategic objective analysis.

- Conducted data-driven analysis to improve recruitment and retention strategies, resulting in an 18% increase in engagement.
- Increased student population by 26% year over year
- Established and maintained key relationships with stakeholders to support business transformation efforts.
- Managed complex case management services, ensuring seamless customer experiences and positive outcomes.
- Developed and implemented strategies to increase enrollment of qualified applicants.
- Led weekly meetings with senior management on enrollment goals and progress towards those goals.
- Collaborated with faculty members on initiatives focused on improving retention rates among admitted students.
- Served as primary contact for inquiries from media outlets about admissions-related topics.

03/2008 - 12/2011
Imagine Madison
School of the Arts
Toledo, OH

Director of Operations

Managed afterschool program and led daytime activities during traditional school hours, built curriculum, provided small group education, in charge of behavioral management and handled community outreach and engagement between 600 students, 35 teachers, 5 direct reports, and the community.

- Lead recruitment efforts, doubling the size of the program in one year
- Promoted to Director of Operations in less than one year
- Oversaw a team of 35+ staff, delivering strategic leadership and ensuring the achievement of organizational goals.
- Led the development and execution of comprehensive support programs, achieving a 210% increase in enrollment.
- Coordinated continuous improvement initiatives to optimize customer engagement and service delivery.
- Increased student success rate and performance on standardized testing

Education and Training

Master of Arts in Human Services Counseling | Liberty University, Lynchburg, VA

Bachelor of Science in Psychology | University of Toledo, Toledo, OH

Bachelor of Science in Counseling | University of Toledo, Toledo, OH

Certification: Leaders in Learning | Harvard University , Cambridge, MA

Certifications

- Certified Professional Coach
- Coaching and Developing Employees
- Human-Centered Leadership
- Leading with Emotional Intelligence
- Talent Management
- Uncovering Unconscious Bias in Recruiting and Interviewing
- Recruiting Talent with Social Media
- Data Analytics Executive Program

Accomplishments

- Dean's Advising Award
- Chancellor's Circle for Exceptional Community Leader
- Tier 1 Recruiter
- Rated #1 in Consumer Satisfaction
- Coach/ Mentor of the Year

Activities and Honors

- Board Member: Youth Ambassadors of Service
- Advisor of National Honors Organization Beta Alpha Psi
- Advisor of NC State University Women's Basketball Club