

Heidi Parrish

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SUMMARY

Employer engagement and **university career services** leader with nine years of progressive experience building recruiting partnerships, expanding internship and entry level opportunities, and managing career technology operations. Leads employer outreach, **career fairs**, **campus interviews**, employer events, job postings, and **early talent programs** serving undergraduate and graduate populations. Administers Symplicity, uConnect, 12Twenty, Interstride, Big Interview, Skills Discovery, and Firsthand Advisors, translating platform capabilities into dependable services for students, employers, and advising teams. Supervises professional staff, temporary employees, and student workers during high volume recruiting cycles. Uses engagement data, recruiting trends, employer feedback, reporting, and process design to shape programming, advising, content, and revenue generating options. Brings thoughtful partnership across students, faculty, administrators, alumni, employers, and external partners while supporting responsive, service focused career operations.

EXPERIENCE

Associate Director, Employer Relations and Career Technology

July 2023 - Present

Lakeview University Career Development

Columbus, OH

Direct employer relations and career technology operations for undergraduate and graduate programs. Lead staff, systems, recruiting partnerships, reporting, content, and **employer engagement** options across high volume academic recruiting periods.

- Expanded employer outreach plans across **priority industries** using **recruiting trends** and relationship history.
- Directed Symplicity workflows for postings, fairs, advising, outreach, events, and campus interviews.
- Built engagement dashboards and ad hoc analyses from CRM data for leadership decisions.
- Supervised coordinator, administrative specialist, **temporary staff**, and **student workers** during peak recruiting.
- Developed sponsored employer options, newsletters, **web content**, and recruiting events for campus partners.
- Translated platform capabilities into dependable services for employers, students, and advising teams.

Employer Engagement Manager

August 2020 - June 2023

Midwest State University Career Services

Dayton, OH

Managed employer partnerships and recruiting operations supporting internships, entry level hiring, career fairs, information sessions, **interviews**, and employer communications. Coordinated systems, staff preparation, outreach cycles, and follow up across varied academic audiences.

- Strengthened employer partnerships through targeted **outreach** around seasonal hiring cycles and early talent trends.
- Coordinated **career fairs** and **employer visits** from invitation through post event review.
- Administered career services databases for contacts, events, postings, and recruiting follow up.
- Drafted **newsletters**, web updates, recruiting guidance, and social content for employer audiences.
- Trained **student workers** on employer service, event preparation, and high volume recruiting workflows.
- Managed concurrent recruiting deadlines while maintaining responsive communication with campus stakeholders.

Career Services Coordinator

June 2018 - July 2020

Riverbend College

Cincinnati, OH

Coordinated employer recruiting activity, **career technology** records, event logistics, student communications, and employer support. Maintained accurate systems and practical workflows that helped recruiting programs run smoothly for **students** and hiring contacts.

- Maintained hiring relationships through timely communication and dependable recruiting event support.
- Reviewed employer records and opportunities for completeness before student publication.
- Prepared rosters, room schedules, interview materials, communications, and follow up records.
- Updated CRM records tracking outreach, participation, and recruiting activity across academic terms.
- Resolved student and employer issues during events through calm, timely service.
- Created recurring email and **web content** highlighting recruiting programs, deadlines, and opportunities.

Career Programs Assistant

July 2017 - May 2018

Capital University

Columbus, OH

Supported employer engagement and undergraduate career **programming** through posting administration, event logistics, outreach research, communications, and semester reporting. Built early career services experience while learning how systems and relationships shape student access.

- Processed **job postings**, internship records, employer registrations, and event details accurately.
- Coordinated logistics for information sessions, interviews, workshops, and **career fairs**.
- Researched entry level hiring programs and employer contacts for targeted outreach.
- Prepared newsletters, event reminders, and web updates for campus audiences.
- Recorded attendance and recruiting activity for semester **reports** and follow up.

- Supported **employer engagement** operations while building practical career services knowledge.

PROJECTS

Employer Engagement Revenue Program 📅 2024

Created sponsored and fee based employer engagement options that connected recruiting goals with student access. Employer feedback shaped programming, outreach, and event value, supporting stronger campus partnerships.

Career Technology Adoption Initiative 📅 2025

Guided practical adoption of Symplicity, uConnect, 12Twenty, Interstride, Big Interview, Skills Discovery, and Firsthand Advisors. Reliable systems helped students, employers, and advising teams find clearer pathways into recruiting services.

LEADERSHIP & AWARDS

- Recognized by Lakeview University leadership for dependable career technology operations and employer service during peak recruiting cycles.
- Selected as Career Technology Peer Roundtable Facilitator, creating useful exchanges among colleagues around systems and service delivery.
- Commended by campus partners for clear employer communications, thoughtful event coordination, and responsive issue resolution.

EDUCATION

Master of Education in Higher Education Administration

2021

Ohio State University GPA: 4.0

Columbus, OH

Coursework: Career services, student development, organizational leadership, higher education finance

Bachelor of Arts in Communication

2017

Capital University GPA: 4.0

Columbus, OH

Coursework: Professional communication, public relations, interpersonal communication, organizational communication

CERTIFICATIONS

- Symplicity Career Services Platform Administration Training 📅 2024
- uConnect Platform Administration Certificate 📅 2025

TECHNICAL SKILLS

- Career Platforms:** Symplicity, uConnect, 12Twenty
- Student Career Tools:** Interstride, Big Interview, Skills Discovery
- Employer Advising:** Firsthand Advisors, employer events, campus interviews
- CRM Systems:** CRM platforms, database management, contact records
- Recruiting Software:** Job postings, interview scheduling, event registration
- Engagement Analytics:** Dashboards, participation tracking, trend analysis
- Reporting Tools:** Recurring reports, ad hoc reports, semester reports
- Project Management:** Project planning, deadline tracking, process design
- Content Channels:** Newsletters, web content, social media
- Employer Programs:** Career fairs, internship programs, early talent programs
- Staff Operations:** Staff supervision, temporary staffing, student workers
- Outreach Methods:** Employer outreach, relationship development, feedback collection

SKILLS

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|-----------------------|-----------------------|-------------------------|------------------------|
| • Employer relations | • Internship programs | • Relationship building | • Interstride |
| • Employer engagement | • Career fairs | • Symplicity | • Engagement analytics |
| • Career services | • Campus interviews | • uConnect | • Staff supervision |
| • Talent recruiting | • Employer outreach | • 12Twenty | |

PROFESSIONAL AFFILIATIONS

- Midwest Association of Colleges and Employers, Employer Relations Community Volunteer, 2022 - Present.
- Career Technology Peer Roundtable, Facilitator, 2024 - Present.

LANGUAGES

- English (Native)
- Spanish (Intermediate)

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST