

Joy Petersen

Freshman Admission Counselor

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📍 Evanston, IL 60201

STRENGTHS

- ♥️ **Family Guidance**
Explained financial aid, scholarships, degree choices, and attendance costs clearly, helping families leave conversations with practical next steps.
- 📍 **Territory Ownership**
Managed travel intensive outreach across multiple counties, and regular review of funnel activity kept follow up focused during busy cycles.
- 🗣️ **Clear Presentations**
Adjusted degree and admission presentations for varied audiences. Families often asked follow up questions because explanations felt approachable.
- ♥️ **Record Judgment**
Reviewed transcripts, test scores, and confidential documents with care. Colleagues relied on accurate recommendations during active admission periods.
- 👥 **Team Coaching**
Coached student ambassadors for tours and calling campaigns, giving newer team members clearer assignments and more confidence with visitors.

SKILLS

Freshman Recruitment
Territory Management
Enrollment Funnel Slate CRM
Colleague Microsoft Office
Transcript Evaluation
ACT SAT Review
Scholarship Recommendations
Financial Aid Guidance
College Fairs High School Visits

SUMMARY

Admission counseling professional with five years of progressive higher education enrollment experience supporting first year recruitment, territory management, academic record review, and family decision making. Builds trust with **prospective students**, parents, counselors, and community partners through school visits, college fairs, presentations, phone outreach, and **timely follow up**. Uses Slate, Colleague, Microsoft Office, and CRM reporting practices to move prospects through enrollment stages, identify missing actions, and keep leadership informed. Reviews transcripts and ACT or SAT results, prepares admission and **scholarship recommendations**, and explains degree options, financial aid steps, and attendance costs in clear language. Coaches student ambassadors, coordinates travel intensive events, protects confidential records, and adapts communication for varied audiences. Brings organized judgment, public speaking strength, and practical service experience that supports access, enrollment, and **student success**.

EXPERIENCE

Senior Admission Counselor

Lakeshore College 📅 July 2024 - Present 📍 Evanston, Illinois

Leads a multi county freshman **recruitment territory**, coordinating outreach, academic review, family guidance, reporting, and ambassador support across active enrollment cycles.

- Managed a freshman territory through inquiry, application, admission, and enrollment with consistent family follow up.
- Planned school visits, **college fairs**, evening programs, and outreach around changing travel demands.
- Reviewed transcripts and ACT or SAT results for admission and **scholarship recommendations** under institutional criteria.
- Tracked communications, milestones, territory activity, and unresolved needs through Slate, **Colleague**, Excel, and Outlook.
- Explained **financial aid** steps, grants, scholarships, and attendance costs during family planning conversations.
- Coached student ambassadors for tours, calling campaigns, and **recruitment events**, improving service consistency.
- Prepared territory updates and enrollment reports that gave leadership timely visibility into active recruitment work.

Admission Counselor

Fox Valley Liberal Arts College 📅 June 2022 - June 2024 📍 Elgin, Illinois

Managed first year recruitment activity across an assigned territory, combining relationship building, academic review, events, reporting, and personalized communication.

- Recruited first year students through school visits, fairs, phone nights, virtual appointments, and family communication.
- Maintained **Slate** records and next action workflows, prioritizing follow up during peak application periods.
- Presented degree options, admission requirements, campus resources, and student experience information for varied audiences.
- Reviewed application materials, transcripts, and test scores for admission and merit **scholarship recommendations**.
- Supported **open houses** and off campus programs through communications, materials, check in, and follow up.
- Produced weekly territory updates and **monthly benchmarks** covering visits, applications, decisions, and enrollment activity.
- Adjusted outreach plans after reviewing funnel activity, building stronger follow up habits during demanding cycles.

Enrollment Services Specialist

North Shore Community College 📅 August 2021 - May 2022 📍 Skokie, Illinois

Public Speaking CRM Outreach

Enrollment Reporting

LANGUAGES

English Native

Spanish Beginner

MY CAREER



● Senior Admission Counselor at Lakeshore College (2.2 Years)

● Admission Counselor at Fox Valley Liberal Arts College (2 Years)

● Enrollment Services Specialist at North Shore Community College (9 Months)

Supported a high volume enrollment services office through student guidance, confidential record handling, systems updates, presentations, and event coordination.

- Guided prospective and admitted students through applications, programs, deadlines, and required records.
- Verified and routed confidential documents, protecting accurate records and appropriate **access** to sensitive information.
- Updated student information, incomplete tasks, and service reports through Colleague and **Microsoft Office**.
- Called and emailed applicants with missing materials, clarifying next steps and referral needs.
- Delivered small group enrollment **presentations** for students and **families** from varied backgrounds.
- Prepared recruitment and orientation materials, resolving attendee questions with admission and advising partners.
- Developed stronger prioritization habits while balancing front line service, records work, and event support.

PROJECTS

Regional Access Workshop Series 📅 2023

Created practical college application workshops through Illinois College Access Network service, helping students and families clarify applications, deadlines, and next steps.

Recruitment Funnel Reporting Initiative 📅 2024

Refined territory reporting practices across outreach stages, giving admission leaders clearer visibility into visits, applications, pending decisions, and enrollment activity.

LEADERSHIP & AWARDS

- Volunteer College Application Workshop Presenter, Illinois College Access Network, 2023 to Present
- Senior Admission Counselor Recognition for consistent territory leadership and family service, 2025
- Campus Recruitment Event Leadership Recognition for ambassador coaching and event execution, 2024

EDUCATION

Bachelor's Degree in Communication

Illinois State University 🎓 GPA: 0 📅 2021 📍 Normal, Illinois

Coursework: Public speaking, interpersonal communication, organizational communication, professional writing

CERTIFICATIONS

- Valid Illinois Driver's License 📅 2021
- Microsoft Office Proficiency 📅 2021

TECHNICAL SKILLS

- **CRM Platforms:** Slate, Colleague, CRM outreach
- **Microsoft Applications:** Excel, Outlook, Microsoft Office
- **Academic Record Review:** High school transcripts, ACT scores, SAT scores
- **Enrollment Reporting:** Territory reports, weekly reports, monthly benchmarks
- **Recruitment Outreach:** Phone outreach, email outreach, virtual appointments
- **Recruitment Events:** College fairs, open houses, evening programs
- **Student Engagement:** School visits, home visits, family conversations
- **Financial Planning:** Financial aid guidance, grants, scholarships
- **Admission Recommendations:** Admission review, scholarship review, established criteria
- **Communication Methods:** Public speaking, presentations, electronic communication
- **Records Administration:** Confidential records, document routing, information verification

- **Team Development:** Student ambassador coaching, student intern management, assignment planning

PROFESSIONAL AFFILIATIONS

- Illinois College Access Network, Volunteer College Application Workshop Presenter
- Higher education admission and enrollment services professional community
- Campus recruitment and student ambassador collaboration network

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST