

Autumn French

Student Recruitment and Engagement Specialist

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STRENGTHS

- ♥ **Personalized Advising**
A student once arrived with several unanswered questions. Patient phone and text follow up turned confusion into clear next steps.
- 📁 **CRM Discipline**
Slate tasks and reports became a daily compass, keeping incomplete files visible and helping teams focus outreach where it mattered.
- 👥 **Event Leadership**
From a campus tour to a college fair, thoughtful preparation helped students and families feel welcomed, informed, and ready to engage.
- 💬 **Clear Communication**
Workshops and individual conversations translated application, financial aid, and cost questions into plain language students could use.
- 👂 **Inclusive Service**
Listening closely to each student's context shaped respectful guidance and helped families see a realistic path through admissions.

SKILLS

Student recruitment
Student engagement
First year admissions
Transfer admissions Slate CRM
Public speaking Campus tours
College fairs
Holistic application review
Financial aid advising
Deadline management

SUMMARY

Admissions and student engagement specialist with four years of experience guiding first year and transfer students from inquiry through enrollment. Builds trust with students, families, counselors, and campus partners through timely phone, text, email, virtual, and in person communication. Uses Slate CRM records, queries, reports, and cohort trends to prioritize **application completion**, incomplete file follow up, **financial aid conversations**, and enrollment decisions. Leads information sessions, campus tours, college fairs, **high school visits**, virtual events, and admitted student yield activity. Brings strong writing, public speaking, **independent deadline management**, holistic review, travel coordination, and inclusive student service. Commitment to respectful recruitment, continuous learning, and thoughtful advising supports productive relationships and stronger student engagement.

EXPERIENCE

Admissions Recruitment Specialist

Bluegrass Liberal Arts Institute 📅 July 2024 - Present 📍 Louisville, KY

Leads first year and transfer recruitment across a 650 student prospect portfolio, using Slate CRM, segmented outreach, application review, campus programming, and cross team coordination to support completion and enrollment.

- Managed 650 first year and transfer prospects through segmented outreach and enrollment follow up.
- Used **Slate CRM** queries and reports to prioritize **incomplete files** and targeted applicant communications.
- Advised applicants by phone, text, and email on requirements, **financial aid**, and college costs.
- Reviewed academic records, financial context, **institutional fit**, and enrollment considerations holistically.
- Delivered **information sessions**, applicant conversations, **campus tours**, virtual programs, and high school visits.
- Coordinated yield visits, transportation, expenses, appointments, and deadlines with regional recruitment staff.

Admissions Engagement Coordinator

Commonwealth College Access Network 📅 June 2022 - June 2024 📍 Lexington, KY

Guided high school students across a multi school outreach portfolio, combining CRM management, annual engagement planning, application support, workshops, event representation, and deadline ownership.

- Guided **high school students** through college search and application planning across multiple schools.
- Built annual outreach calendars around engagement data and **admissions** milestone communications.
- Maintained CRM records, task queues, reports, data updates, and follow up activities.
- Facilitated workshops and **individual conversations** on applications, **financial aid**, costs, and enrollment.
- Checked academic documentation, identified missing information, and escalated complex applicant circumstances.
- Represented partner institutions at school visits, **college fairs**, **virtual events**, and campus programs.

PROJECTS

Admitted Student Yield Outreach 📅 2025

Event coordination Phone advising

Report analysis

Inclusive student service

LANGUAGES

English Native

Spanish Beginner

MY CAREER



- Admissions Recruitment Specialist at Bluegrass Liberal Arts Institute (2.2 Years)
- Admissions Engagement Coordinator at Commonwealth College Access Network (2 Years)

Coordinated targeted conversations, campus visits, transportation, and follow up for admitted students, helping connect individual questions with enrollment decisions.

Application Completion Outreach Plan 📅 2023

Built a milestone based communication calendar using mail, phone, email, and text outreach for students progressing through application steps.

LEADERSHIP & AWARDS

- Recognized by recruitment colleagues for dependable coordination of admitted student visits and campus events.
- Selected as a trusted volunteer mentor supporting Kentucky students through college application decisions.

EDUCATION

Bachelor's Degree in Communication

University of Kentucky 🎓 GPA: 3.5 📅 2022 📍 Lexington, KY

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

CERTIFICATIONS

- Slate Fundamentals Training Certificate 📅 2023
- Valid Driver's License 📅 2022

TECHNICAL SKILLS

- **Admissions CRM:** Slate CRM, record updates, workflow tasks
- **Data Analysis:** Queries, reports, cohort trends
- **Outreach Channels:** Mail, phone, email
- **Text Engagement:** Text messaging, segmented outreach, follow up
- **Student Advising:** Application advising, financial aid, college costs
- **Recruitment Events:** Information sessions, college fairs, campus tours
- **Application Review:** Academic records, financial context, holistic review
- **Enrollment Planning:** Yield programming, engagement calendars, completion goals
- **Communication:** Public speaking, persuasive writing, presentations
- **Operations:** Expense reports, transportation coordination, deadline tracking
- **Access Support:** High school visits, transfer advising, student mentoring

PROFESSIONAL AFFILIATIONS

- Volunteer College Application Mentor, Kentucky Student Access Coalition, 2022 to Present.
- Professional participant in admissions recruitment, student access, and college advising communities.

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST