

# Ashley Brooke Sams

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## EDUCATION

<b>University of Tennessee Knoxville, College of Education Health &amp; Human Sciences</b>	<b>Knoxville, TN</b>
Masters Candidate, College Student Personnel	May 2020
<b>University of Tennessee Knoxville, College of Communication and Information</b>	<b>Knoxville, TN</b>
Bachelor of Arts, Communication Studies, Magna Cum Laude	May 2014
<b>University of Tennessee Knoxville, Int. Communication Study Abroad</b>	<b>Paris, France and Brussels, Belgium</b>
Cite Internationale Universitaire De Paris	Summer 2013

## EXPERIENCE

<b>University of Tennessee Knoxville, Haslam College of Business</b>	<b>Knoxville, TN</b>
<i>Assistant Director of Admissions, Graduate Business Programs</i>	Oct. 2018-Present
<ul style="list-style-type: none"><li>• Develop, monitor and revise internal processes for managing leads.</li><li>• Build rapport and maintain communication with prospective students regarding degree programs.</li><li>• Provide periodic program enrollment reviews and student number projections based on current leads, lead sources &amp; admitted student enrollment numbers to GBP program directors.</li><li>• Interface/troubleshoot with the GBP directors and admissions personnel on recruited students as they move through the application/acceptance process.</li><li>• Collaborate with other GBP directors, staff and HCB departments to create value for our existing or prospective students, alumni, faculty and corporate partners.</li><li>• Coordinates and processes admissions files and manages inquiries for HCB GBP.</li><li>• Execute program enrollment goals; drive goals and metrics throughout the recruiting team via College NET (Prospect, Admit, and Admin).</li><li>• Cultivate new lead generation opportunities and increase relationships and enrollments in CRM Dynamics admissions software.</li><li>• Collaborate with other departments within Haslam College of Business to create value for our existing or prospective students.</li><li>• Work with high-performing recruiters to cohesively as a team drive prospects through the recruiting cycle.</li><li>• Coordinate and participate in campus recruiting activities such as presentations, career fairs, office and campus interviews, graduate fairs, conferences, and other identified opportunities as needed.</li><li>• Create and maintain social media recruitment strategy; push strategy throughout the recruiting team culture.</li><li>• Assist in marketing plans across digital, social, and traditional media to generate new leads.</li><li>• Develop relevant content topics to reach the company's target customers.</li><li>• Curate and manage published content and provide support for MPR staff for social media accounts, CRM drip campaigns, and publications.</li><li>• Facilitate the beginning of the graduate student-work relationships.</li></ul>	
<i>BUAD 200 Lecturer</i>	Jan. 2019-May 2019
<ul style="list-style-type: none"><li>• Led 50 students in a 1-hour credit class to enhance professionalism while beginning the career development process.</li><li>• Enhanced Intercultural &amp; Intergenerational communication and audience awareness.</li><li>• Administered Clifton Strengths assessment, TypeFocus Inventory, and Self-Reflection papers.</li><li>• Provided resume review and career-fair preparation by group and one-on-one appointments.</li></ul>	
<i>Graduate Business Programs Admissions Assistant</i>	Oct. 2016-2018
<ul style="list-style-type: none"><li>• Managed admissions operations and initial inquiries for the Haslam College of Business Specialty master's graduate degree programs: Master of Accountancy, the Master of Science in Management &amp; Human Resources, Global Supply Chain, and Masters of Science in Business Analytics program (in excess of 300 applications annually).</li><li>• Identified applicant files for authenticity, review personal statements, test scores, and college transcripts.</li></ul>	

- Prepared statistical summary of applications for reporting; provide complex weekly data reporting and evaluation to associate dean and administrative staff.
- Advised students directly with application, degree program, and general Graduate School admissions processes, procedures, and requirements.
- Collected data to assist with various ranking surveys.
- Assisted with hiring process for over 100 graduate teaching and graduate research assistants, including individual and group sessions to review assistantship benefits, E-verify documentation, and payroll forms; complete and submit documentation for E-verify processing and payroll forms; follow up with students and appropriate staff to ensure processing has been satisfactory completed.
- Supported all Graduate Business Programs recruitment activities, including managing recruitment seminars, planning and preparation for recruitment events, supporting catering for recruitment events, plus general administration of recruitment events.
- Continually evaluated, recommended, and implemented improvements to operational systems that affect the admissions experience and process.
- Served as social media coordinator for Full-Time MBA posts to Facebook and Twitter.

### **University of Tennessee, Knoxville, College of Communication & Information**

**Knoxville, TN**

#### *Communication & Social Media Strategist*

Oct. 2014-Oct. 2016

- Led successful VolStarter marketing campaigns for a fundraising goal of \$3,000
- Ensured consistency of brand messages across multiple platforms and channels
- Created and maintained promotional materials
- Developed and implemented the school's social media strategy
- Monitored and managed University School website page
- Recruited at Big Orange Preview representing the schools of Advertising and Public Relations and Communication Studies
- Consulted with Communication Studies alumni for varied events
- Coordinated logistics for guest speaker travel, accommodations, and sessions during UT Social Media Week 2015-2016

#### **UNIVERSITY OF TENNESSEE KNOXVILLE VOLUNTEER & COMMITTEE SERVICE**

- |  |              |
|--|--------------|
| • University of Tennessee, Knoxville-Communication Studies Alumni Advisory Board                         | 2017-Present |
| • University of Tennessee, Knoxville-Graduate Admissions Student Services Specialist III interview panel | 2019         |
| • University of Tennessee, Knoxville-Haslam College of Business H.E.L.P. Member                          | 2018-2019    |
| • University of Tennessee, Knoxville-CCI Diversity Week Committee Member                                 | 2016         |
| • University of Tennessee, Knoxville-UT Social Media Week Committee Member                               | 2016         |
| • University of Tennessee, Knoxville-Big Orange Family Committee Leader for CMST                         | 2016         |
| • University of Tennessee, Knoxville-CCI Diversity Student Leaders Society, Guest Panelist               | 2015         |
| • University of Tennessee, Knoxville-UT Social Media Week Co-Chair                                       | 2015         |

#### **CERTIFICATIONS & AWARDS**

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|--|------|
| • The Dean's Award for Excellence in Executive Education: Haslam College of Business               | 2018 |
| • International Association of Administrative Professionals: Certified Administrative Professional | 2017 |
| • Haslam College of Business: Lean Applied Business Processes                                      | 2017 |
| • Best Use of Social Media Award, Big Orange Family Campaign                                       | 2016 |

#### **SPECIALIZED EXPERIENCE**

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|--|------|
| • Denver, CO-Graduate Management Admissions Council (GMAC) Conference Attendant    | 2019 |
| • Atlanta, GA-Women's Forté Foundation Forum Representative                        | 2018 |
| • Boston, MA-Graduate Management Admissions Council (GMAC) Conference Attendant    | 2018 |
| • Knoxville, TN-Endeavor Leadership Conference Staff                               | 2017 |
| • Knoxville, TN-CommuniCon, Communication Conference Attendant                     | 2017 |
| • Austin, TX-Southern States Communication Association Conference Worker/Attendant | 2016 |