

KRIS GEORGE

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CORPORATE VICE PRESIDENT – DOMESTIC / INTERNATIONAL STUDENT RECRUITMENT / ENROLLMENT MANAGEMENT / ADMISSIONS / SALES / CHIEF MARKETING OFFICER / CAMPUS PRESIDENT / MULTI CAMPUS OPERATIONS ONLINE / ONGROUND / CALL CENTER MANAGEMENT / PRESIDENT/ CEO / COO.

A highly competent and result oriented professional with 20 years of work experience in Senior Executive Management seeking career advancement as Campus President utilizing previous expertise and experience

Profile Synopsis:

- Multi campus operations and P&L responsibility
- Extensive experience in Senior Executive Leadership, Management, Educational Sales, Training and Marketing
- Active Campus President Ground & Online Division
- Strong Leader who can provide structure in the areas of management, reporting and the decision making process at the highest level.
- A creative problem-solver with strong Organization skills and Charisma
- Chief Marketing Officer with Expert Knowledge of all aspects of Advertising, Marketing and Social Media
- Proven expertise in Multi Campus Operations , Admissions & Marketing, Academics, Financial Aid, Career Services, Call Center Operations and Corporate Relations, Corporate Admissions Trainer / Regional Director of Admissions and Marketing (6 Campuses)
- Proven track record for effectively leading a team and/or staff including, but not limited to, overseeing of hiring, training, staff development, performance appraisals, corrective action, work flow management and staff recognition
- Expert knowledge of building Online and On ground Multi-Campus Admissions Operations
- Campus President (840+ Students)
- Optimal Thinker for Budget Development and Management
- Expert in Hiring, Training, Monitoring, Leading, Managing multiple departments as well as developing and writing Admissions Training Manuals higher levels of the organization
- A self driven and organized individual inclined towards achieving desired goals above industry standards
- Expertise in rebuilding poor performing colleges and school groups to exponential growth and profitability
- An individual with proven track records accountable for raising overall business development
- Expert knowledge and responsibilities of architectural components, human capital, resources, processes, procedures and performance for successful High School and Online programs
- Excellent knowledge of architectural components, human capital, resources, processes, procedures and performance for successful startup campuses

Educational Qualifications**Name of the Degrees:**

MA - Leadership, 3.6 GPA

Dec 2006 – Nov 2009

American Military University, Manassas, VA

BA - Marketing, 3.3 GPA

Sep 1999 – Nov 2006

American Military University, Manassas, VA

Career Details

President / Chief Operating Officer / CEO / Chief Administrative Officer

Florida Barber Academy

April 2015

- Current

- **Responsible for all administration and operational functions of Florida Barber Academy**
- **Strong operational, Title IV and Financial responsibilities**

- New program development and rollout
- Strong COE / CIE accreditation background
- Budget development for complete school operations
- Provide leadership and direction for all functional departments
- Accountable for the overall growth and profitability of the organization
- Complete responsibility for P & L
- Manage community relations activities
- Provide strategic vision for the enrollment management activities and measure results
- Manage all advertising & marketing campaigns and verticals for the academy
- Provide leadership to the education department to improve student satisfaction and retention
- Monitor the academy's financial aid department for compliance and disbursements
- Provide direction to the career services and student services departments
- Operating budget development and management
- IPEDS coordination and submissions
- Met and exceed all financial bench marks performance goals
- Serve on the board of directors
- Knowledgeable of gainful employment

Corporate Vice President of Admissions/Marketing & Multi Campus Operations **Oct 2007 – March 2015**
City College, Florida (Online & Ground Multi-Campus Operations)

Major Accountabilities:

- Responsible for driving multi-campus Admissions and Financial aid performance to increase student population and meet financial margins
- Developing, Implementing and creating P&L for City College Online Campus and ground campuses
- Responsible for managing 38 million dollar operating budget for 7 campuses with 2,600 students
- Managing Profit and Loss for the campuses and organizations
- Supervising student, faculty and staff operations of campus and serving as an Executive Member of the College, executing duties of a Senior Leadership Team Member
- Promote compliance, integrity and accurate representation of program information to students
- Responsible for the hiring, training, leadership and accountability of Directors of Admissions, Director of Training, Call Center Managers and Admissions Representatives
- Directing all Corporate and Campus levels of admissions operational activities
- Assist campus management team with performance development program (Performance Program)
- Created a culture for the delivery of extraordinary customer service and CRM
- Developed annual new student and re-entry budgets for the organization
- Managed weekly, monthly and quarterly enrollment and Financial Aid packaging performance
- Trained Directors of Admissions and Campus Directors on using inquiry tracking system, predictive dialing and Inquiry Management systems to enhance efficiency and productivity
- Conduct daily conference calls to manage and monitor daily campus admissions activities
- Develop and foster extraordinary teamwork among campus management teams
- Conduct best practices training with Directors of Admissions and Admissions Representatives
- Created metrics for accountability and consistent communications with Director of Admissions
- Train and develop Directors of Admissions on how to effectively coach their staff
- Established weekly Admissions and product knowledge training
- Establish operational procedures, rules, and standards relating to faculty, staff and students
- Maintaining and developing high-quality Educational and Support Programs
- Assist Directors of Admissions with lead, appointments, interviews, enrollments and start conversions
- Assist Campus Directors with efficient and successful operations of the Admissions Department
- Develop, and analyze reports to effectively manage the Admission Departments
- Coordinate the delivery of new admissions training to Director of Admissions and Representatives
- Providing leadership in long-range institutional and Strategic Planning
- Development of Call Center performance and operational budget (P&L)

- Leading in development of a direction and processing to promote student success
- Maintaining a comprehensive program of equal opportunity and execute affirmative action
- Working with the College President and COO to create the strategic Five Year Plan and implementing new processes
- Serving as the Senior Internal Leader of the organization to coordinate the Annual Operations Plan and Budget

(CMO) Advertising & Marketing Operational Leadership

- **Responsible for \$4.1 million advertising budget**
- **Expert knowledge of organic website design and optimization**
- **Superior experience with mobile website design and implementation**
- **Expert knowledge and development of Social Media strategy and implementation**
- **Proficient knowledge of college internal marketing strategy, development and implementation**
- Key role in achieving City College marketing, lead generation and student plan
- Driving daily execution and improvement of marketing plan
- Overseeing all marketing and promotional compliance
- Approval of all marketing creative, advertisements, proposals and invoices
- Approval of all media buyers and lead generation vendors
- Analytics of top performing lead sources and campaigns
- Conduct marketing research and analysis for trends
- Researching and creating new program competitive advantages and business growth
- Managing the development of City College website
- Handling public relations and corporate communication for City College
- Designing and producing marketing and new programs needs
- Planning, coordinating marketing and student budgets
- Increasing leads and enrolment revenues with marketing strategies
- Building brand management for City College
- Leading marketing and admissions operations
- Work with DOA's, Campus Directors, IT staff, COO and CEO
- Tracking metrics for marketing programs and mediums
- Managing the media relations for City College
- Monitor and manage Search Engine Optimization (SEO)
- Supervise Search Engine Management (SEM)
- Supervise and monitor social media network leads generation and CRM
- Created marketing strategies for consistent branding and advertising mix
- Created a shared culture and values for marketing and the organization.
- Created 3 Million advertising and marketing budgets for the organization.
- Approved all creative's before implementation.
- Developed a consistent and cohesive relationship between my Advertising agency and my campus leaders.
- Implemented weekly conference call for discuss marketing concerns and opportunities.
- Developed daily communication with Advertising Manager for lead generation.
- Monitor all advertising spending.
- Monitored lead generation, cost per lead, enrollment, and start.
- Approved all advertising invoices and vendor contracts.
- Conducted extensive marketing analysis to improve quality, quantity, and market penetration.
- Designed or modify and approved all radio scripts and spots.
- Developed and assisted with the development, editing, and approval of all televisions spots.
- Implemented a national advertising campaign to generate leads.
- Develop CRM solutions
- Build and maintain a high performance culture for lead conversion
- Identify, analyze, pursue and report on business opportunities with existing and prospective clients
- Coordinate and deploy training on technologies to enhance lead conversion performance

- Conduct daily communication throughout the organization on marketing projects
- Approve all radio and TV scripts
- Coordinate project management activities for TV commercial production
- Display marketing reports, analysis, and budget progression at corporate meetings

Campus Executive Director

**Oct 2007 - May 2009
July 2011 – March 2015**

City College, Fort Lauderdale Campus / Online Division, Florida

Major Accountabilities:

- Provided leadership presence, bridge National and Regional Operations and support an open-door policy amongst the staff
- Exceeded goals and a bottom-line orientation; evidence of the ability to consistently make good decisions through a combination of analysis, wisdom, experience, and judgment
- High level of business acumen including successful P&L Management and the ability to balance the delivery of programs
- Handled Budgeting, Problem Solving, Project Management and Creative Resourcefulness
- Involved in Strategic Planning, anticipated future consequences, trends and Organizational Planning
- Revived through control of a failing campus with 300 students and less than 18 months significantly increased student populations to 800 students with gross revenue of \$10 millions
- Implemented training manuals and procedures for admissions, Financial Aid, Academic Departments and the Career Services Department
- Established a seamless student centric process for all departments to expedite students for enrollment to matriculation
- Created and supervised enrollments and start budgets for all campuses for the organization
- Created performance metrics for all Admissions and Financial Aid positions for the college
- Created an Admissions Career Ladder to promote advancement through performance for the Admissions Department
- Responsible for hiring, leadership, mentoring, supervising and training all directors of admissions
- Implemented all telephone and interviewing scripts for Admissions and Financial Aid departments
- Conduct daily and weekly staff and departmental meetings with Admissions, Financial aid, Academics, Career Services and Faculty

Previous Experience

Vice President Admissions & Marketing

Jul 2005 - Oct 2007

American InterContinental University, Weston, Florida

Director of Admissions & Marketing

May 2004 - Jul 2005

Sanford Brown Institute, Fort Lauderdale, Florida

Corporate Director of Admissions / Trainer

Aug 2002 - May 2004

City College, Fort Lauderdale, Florida

Regional Director for Recruitment

Jul 1999 - Jul 2002

United States Marines Corps, Fort Lauderdale, Florida

Regional Director of Recruitment Operations

Jun 1996 - Jul 1999

United States Marine Corps, Beaufort, South Carolina

Additional Skills

Career Education – Multi Campus Operations, Budget & Strategic Planning, Admissions, Marketing, Call Center Operations, Financial Aid and Academic Management

Health Care - Support Services

Sales & Marketing - Corporate Marketing, Market Research, Marketing Communications, Marketing Manager, Product Marketing, Sales Engineer, Sales Manager, Strategic Marketing, Telemarketing, VP of Sales

Accounting - Executive, Payroll

Customer Service - Customer Service Manager, Customer Service Sales, Executive

Executive - Director, Management, Vice President

Human Resources - Compensation & Payroll, Employee Relations, Training & Development

Creative/Media - Actor, Presenter, Project Manager

Education - Non-teaching staff

Train-the Trainer Certification – Achieve Global

Professional Sales Coach – Achieve Global

Executive Leadership Coach – Achieve Global

Extraordinary Leadership, Team Building and Recruiting talents – Superior inspirational qualities and create an atmosphere in which people work together enthusiastically and harmoniously to produce outstanding results

Equity Mindset – Proven ability to pursue my objectives passionately with ownership and focus on overall success of the organization

Maturity and Independence – Communicate with authority and leads rather than follows

A Focus on Execution – Keeping my eye on the organizational “Vision” identifies closely with and committed to the achievement of the organization’s missions

Nimble in the face of Ambiguity and Adversity – hands-on approach, entrepreneurial leader, able to seize upon moving opportunities involving market segments.

P & L responsibilities

Awards / Recognitions

City College Outstanding Leadership Award 2011

City College Founder’s Leadership Award for 2009

City College Outstanding Leadership Award for year 2008

American InterContinental University Best New Student Retention for 1st quarter 2007

American InterContinental University Best New Student Retention for 1st quarter 2006

American InterContinental University Best New Student Retention for 2nd quarter 2006

Career Education Corporation Admissions & Marketing Excellence Award 2006

American InterContinental University Letter of Commendable leadership 2006

Career Education Corporation Highest Performance Award 2006

American InterContinental University Divisional Outstanding Leadership 2006

Career Education Corporation Best employee retention 2005

Committees & Projects

American InterContinental University Member of SACS Accreditation Team (Admissions & Marketing)

American InterContinental University Campus Retention Committee

American InterContinental University Campus Compliance Committee

American InterContinental University Intuition Effectiveness Committee

American InterContinental University Organizational Culture Change Agent

American InterContinental University Advertising & Marketing Taskforce

American InterContinental University Program Offering Taskforce

References

Available upon request: