

Anne Lanza

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SKILLS

Tableau, R, Google Workspace, Slate, Connect CRM, Microsoft Office
Adobe Illustrator, Canva, Procreate, Prezi

EXPERIENCE

CUNY Hunter College, New York, NY

Transfer Recruiter Specialist

October 2024 - Present

- Meeting students one on one to curate their individual transfer application plan ensuring a smooth transition from 2-year to 4-year universities.
- Compile information and data from transfer student reports using PowerBI and Connect to visualize an effective recruitment strategy for the university wide 3-year plan.
- Storyboard transfer information sessions: who are they, what are their specific needs, and how can Hunter College help them? Using university information to compile the transfer student story for presentations and infographics.

Admissions Counselor

January 2019 – January 2023

- Manager of student ambassador web content on Unibuddy, a social media platform, for student-to-student marketing audience with current student stories, increasing new viewership significantly for topics such as area of study, career opportunity, and admission requirements.
- Met and exceeded territory application goals with over 8,000 applications by maintaining relationships with 50+ local high schools, community colleges, and youth organizations.
- Conducted virtual and in-person information sessions to connect with students, college counselors, and parents on admissions requirements and procedures, building relationships with students and assisting them throughout the recruitment cycle.
- Ensured accuracy of entering thousands of student application data with a meticulous process, aiming to streamline an error free application review for our admissions team to make best admissions decisions throughout the year.
- Act as an information hub for students unfamiliar with college, finding resources for them to use, to the best of my ability.
- Created a focus on out of state student application to funnel prospective and accepted students into enrollment, increased applicant enrollment from Texas, New Mexico, Colorado.

- Increased application yield by identifying application submission trends using Tableau and CRM data with each part of student admission funnel (prospective, applicant, accepted, committed, enrolled).
- With application data analysis, target the best time of year for application review, student outreach, and marketing to prevent melt.
- Thorough evaluation of international and domestic student transcripts, personal statement, recommendations, and portfolio to determine eligibility for admission – 77% of students were admitted for Fall 2023 in Schools of Public Engagement with careful application reading and student counseling.
- Utilized application evaluations to make note of general graduate student concerns and curated physical recruiting target goals for the following application cycles to increase the presence of The New School.
- Researched national graduate program trends with Google Analytics, Bureau of Labor Statistics, NAGAP public data, and Reddit for graduate program and career interest, challenging admission strategies to think of new recruitment approaches.
- Streamlined department workflow with Google Workspace, creating a centralized platform to optimize our access to various documents/tools, marketing materials, and onboarding instructions for new colleagues.
- Led and created program specific presentations to communicate the stories of our graduate programs to prospective students, increasing application count significantly. Increased student engagement with faculty members by a few hundred throughout Fall 2023.

EDUCATION

Maryland Institute College of Art, Baltimore, MD
Master of Professional Studies: Data Analytics and Visualization

December 2024

University at Buffalo, Buffalo, NY
Bachelor of Arts: English Literature

December 2016

MISC

Tableau Sample Work: <https://public.tableau.com/app/profile/anne.lanza6573/vizzes>

LinkedIn: <https://www.linkedin.com/in/anne-lanza-9159b6102/>

Datacamp: Certified in Data Literacy and AI Fundamentals

Reuters: [Intro to Digital Journalism](#): Newsgathering, verifying, reporting and sharing well-informed resources to defeat misinformation

First Round Capital Recruiter Track: Tech Recruiting Certificate