

Carlos A. Guerra

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Experience

-Campus Director (interim)

Florida Technical College (FTC) – South Miami Campus

July 2022 – Current

- Supervised Admissions, Academics, Financial Aid coordinators, Career Services, Marketing, and all supporting staff.
- Conducted all activities with the highest integrity and business ethics while adhering to state and federal policies and regulations.
- Weekly review of team production targets for each business quarter.
- Conducted monthly budget meetings with all teams and supporting staff.
- Conduct weekly one-one with each member of the leadership team.
- Coordinated marketing campaigns to assist with enrollment needs.
- Targeted and assisted first term students via programmatic orientation.
- Coordinated efforts for student retention and re-entry.
- Helped bridge a connection amongst alumni who work in a range of careers and industries to current students who are deciding on the right career choice.
- Provided ongoing training and

-Director of Admissions / Operations / Marketing

Florida Technical College (FTC) – Pembroke Pines Campus

June 2021 – July 2022

- Supervised team of Admissions Advisors, Financial Aid coordinators, Marketing, and supporting staff.
- Conducted all admissions activities with the highest integrity and business ethics while adhering to state and federal policies and regulations.
- Daily review of team production targets for enrollment.
- Conducted monthly budget meetings with sales teams and supporting staff.
- Conduct weekly call-calibrations and observations with sales teams.
- Coordinated marketing campaigns to assist with enrollment needs.
- Targeted and assisted first term students via programmatic orientation.
- Provided ongoing training and development.

-Director of Enrollment Services

FVI School of Nursing and Technology – Miramar Campus

September 2019 – June 2021

- Supervised team of Admissions Advisors, Financial Aid coordinators, Marketing, and supporting staff.
- Conducted all admissions activities with the highest integrity and business ethics while adhering to state and federal policies and regulations.
- Daily review of team production targets for enrollment.
- Conducted monthly budget meetings with sales teams and supporting staff.
- Conduct weekly call-calibrations meetings with sales teams.
- Coordinated marketing campaigns to assist with enrollment needs.
- Targeted and assisted first term students via programmatic orientation.
- Provided ongoing training and development.

- Director, Employer Relations

University of Miami

July 2018 – September 2019

- Daily overseeing of assistant director, counselors, and coaches
- Daily overseeing of university liaison, instructors, supporting staff, and students.
- Managed student cohorts, advised and assisted with class orientation / registration in academic programs / schools, while fostering employer relations.
- Supervised clinical placements for students in Allied Health fields.
- Targeted and assisted students selected for federal verification.
- Continually evaluate the effectiveness of budget and marketing strategies.
- Ensure the effective planning, coordination and completion of all training and development programs; as well one on one coaching with both direct and indirect reports.
- Conducted weekly calibrations meetings with teams.
- Continuously Initiating ongoing staff engagement and retention strategies.
- Attendance at employer led events and career fairs.
- Organize team building events / activities to encourage a positive work environment / culture.
- Remain current with marketing curriculum and business trends.
- Accreditation Committee Member.

- Director of Admissions / Operations

Kaplan University / Purdue University Global - Nursing Division

August 2014 – July 2018

- Daily overseeing of management and supporting staff.
- Managed student cohorts, advised and assisted with class orientation / registration in all academic programs / schools.
- Supervised clinical placements.
- Targeted and assisted students selected for federal verification.
- Provided ongoing training and development.
- Coordinated marketing campaigns to assist with enrollment needs.
- Developed and revised engagement surveys for faculty / staff; thereby leading to new initiatives and cultural changes.
- Completed *Emerging Leader Certification*
- Conducted pipeline management, reviewed production updates, and daily / weekly targets for enrollment / retention goals.
- Provide weekly / monthly performance expectations to corresponding staff as they pertain to the overall budget.
- Continually evaluate the effectiveness of budget and marketing strategies.
- Ensure the effective planning, coordination and completion of all training and development programs; as well one on one coaching with both direct and indirect reports.
- Conducted weekly call-calibrations meetings with sales team.
- Continuously Initiating ongoing staff engagement and retention strategies.
- Organize “Difference-Makers” events / activities to encourage a positive work environment / culture.
- Accreditation Committee Member.

-Assistant Director of Training and Learning

UM Hospital – Sylvester Comprehensive Cancer Center

August 2010 – July 2014

- Responsible for strategic planning, policymaking, and maintaining organizational effectiveness and safety.
- Worked in collaboration with the district administration and community partners to align programs and curriculum to labor market needs and to maximize opportunities for faculty / staff / student success.
- Committee chairperson for Curriculum and Instructional review and updating.
- Developed and revised policies on progression and retention standards.
- Developed and revised student and faculty policies and procedures.
- Held monthly / quarterly meetings with other departments to improve faculty and staff relations.
- Created marketing and media campaigns, news releases, and talking points with all stakeholders.
- Developed Continuing Education opportunities in conjunction with the Training and Development department.

- Encouraged and fostered a culture of inquiry regarding student learning in support of various college strategic initiatives and pitches beginning with orientation and culminating with Alumni affairs.
- Reviewed proposals for new academic programs and revisions of existing programs.
- Established new academic organizations and structures such as major campuses, colleges and institutes.

-Training and Development / Talent Acquisition Coordinator

Countrywide Home Loans / Bank of America

August 2006 – August 2010

- Directed in the development, design, and delivery of mortgage training programs.
- Assisted in the development of effective measurement tools for divisional programs and revised such to ensure effectiveness.
- Worked with internal / external subject matter experts to develop / deliver training programs and their corresponding materials (manuals, visual aids, etc.)
- Kept up to date on all policies and procedures, products, and services.
- Scheduled all training sessions for all employees in coordination with managers to ensure employee availability.

-Language Arts Instructor / School to Career Coordinator

Coral Gables Senior High

April 1995 – June 2006

- Taught Language Arts / English (all levels)
- Managed School-to-Career initiative
- Educational Excellence School Advisory Council (EESAC) Committee Member

-Teller

Barnett Bank / NationsBank

July 1990 - March 1995

- Handle transactions for customers, including check cashing, deposits, withdrawals, transfers, loan payments, cashier's checks, and opening and closing of accounts.
- Identify customer needs, provide information on new products and services, and direct customers to branch representatives as needed.

Education

Certificate in Business Leadership, September 2020

-Harvard University, Cambridge MA 01434

(Modified) Educational Specialist (Ed.S) in Educational Leadership, August 2001

-Nova Southeastern University, Fort Lauderdale, FL 33314

Masters in Science (MS) in English Education / Educational Leadership, August 1999

-Nova Southeastern University, Fort Lauderdale, FL 33314

Bachelors in Science (BS) in English Education, April 1995

-Florida International University, Miami, FL 33199

Bachelors in Arts (BA) in Business Administration, April 1993

-University of Florida, Gainesville, FL 33199

Associate in Arts (AA) in Teaching Secondary, August 1991

-Miami Dade College, Miami, FL 33176

Certification

-Certified Higher Education Professional (CHEP) through Florida Association of Postsecondary Schools and Colleges (FAPSCA).

- Associate Professional in Talent Development (APTD) Certification.

-Certified Franklin Covey Facilitator.

-Norton Norris (EnrollMatch) Facilitator.

-Microsoft 365, Zoom, Canvas, Salesforce, CVUE.

Languages

-Fluent in English and Spanish.

References

-Available upon Request.