

Scott Shetley

Columbus, GA

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Summary

Dynamic professional with a strong background in sales, admissions counseling, and student advisement. Proven track record in driving student enrollment and achieving sales targets in high-pressure environments. Exceptional communication and interpersonal skills, with a demonstrated ability to build strong relationships and guide individuals through critical decision-making processes. Eager to leverage my experience in a challenging sales or advisory role that promotes growth and results.

Experience

Zovio/FullStack Academy - Admissions Counselor & Student Advisor

Phoenix, AZ

December 2020 - December 2023

- Guided and advised prospective students through the admissions process, driving over a million dollars in annual tuition revenue.
- Conducted interviews and provided career coaching to help students and alumni achieve their professional goals in tech-related fields.
- Successfully increased student enrollment by 20% through targeted outreach, personalized counseling sessions, and effective follow-up strategies.

Woz U - Admissions Counselor

Phoenix, AZ

September 2017 - September 2018

- Advised 350+ potential students on educational opportunities, leading to an 81% graduation rate.
- Executed over 13,000 sales call interactions and managed a pipeline of over 300 leads, consistently meeting or exceeding admissions quotas.
- Organized and led successful campus tours, resulting in a 20% increase in campus visits and higher conversion rates.

American Express - Software Engineer

Phoenix, AZ

March 2019 - January 2020

- Led the implementation of a new server protocol, contributing to smoother operations across the department.
- Developed solutions for production issues, working closely with cross-functional teams to ensure timely and effective resolution.

Woz U - Quality Assurance Intern

Phoenix, AZ

January 2019

- Collaborated with curriculum designers and product teams to test and improve online coursework, ensuring a high-quality learning experience for students.

Education

Woz U - Full Stack JavaScript Developer Certificate

Phoenix, AZ

September 2018 - November 2018

- Gained practical experience in web development and learned industry-standard practices.

Fort Scott Community College

Fort Scott, KS

1993 - 1994

- Studied General Studies, Criminal Justice, and Corrections.

Galena High School

Galena, KS

1989 - 1993

- High School Diploma.

Skills

- Sales & Counseling: Admissions counseling, student advisement, sales strategy, lead generation, client relationship management, communication, and negotiation.
- Project Management: Project planning, coordination, and execution, with a focus on achieving sales and enrollment targets.
- Technical Skills: Basic proficiency in web development tools (HTML5, CSS3, JavaScript) and familiarity with agile methodologies.

- Military Experience: Leadership, teamwork, and discipline from service in the United States Army and Kansas National Guard.

Projects

ServeBuzz

Phoenix, AZ

2019

- Led the development of a service application to improve efficiency in restaurant service management.

[Link to Project](<https://servbuzz.herokuapp.com/>)

Military Experience

United States Army Infantry

3 years

- Earned the Expert Infantry Badge (EIB), served as a MOP4 Trainer, and was a Combat Lifesaver.

Kansas National Guard

6 years

- Worked as a Cameraman, photographer, writer, and editor.