

Scott Shetley

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Summary

Dynamic and results-oriented professional with a diverse background in sales, student advisement, and software development. Proven ability to drive enrollment, achieve sales targets, and build strong relationships with clients and students. Eager to leverage my experience in a challenging role that promotes growth and utilizes my skills in communication, problem-solving, and leadership.

Experience

Zovio/FullStack Academy | Admissions Counselor & Student Advisor | Phoenix, AZ |
December 2020 - December 2023

- Guided and advised prospective students through admissions, 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.
- Increased student enrollment by 20% through targeted outreach, personalized counseling, 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 13,000+ sales call interactions and managed 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 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 resolution.

Woz U | Quality Assurance Intern | Phoenix, AZ | January 2019

- Collaborated with curriculum designers and product teams to test and improve online coursework.

Education

Woz U | Full Stack JavaScript Developer Certificate | Phoenix, AZ | 2018

Fort Scott Community College | General Studies, Criminal Justice, and Corrections | Fort Scott, KS | 1993 - 1994

Galena High School | High School Diploma | Galena, KS | 1989 - 1993

Skills

- **Sales & Counseling:** Admissions, advisement, strategy, lead generation, client relationship management, communication, negotiation.
- **Project Management:** Planning, coordination, execution, achieving sales and enrollment targets.
- **Technical Skills:** HTML5, CSS3, JavaScript, agile methodologies.
- **Military Experience:** Leadership, teamwork, discipline.

Projects

ServeBuzz | Phoenix, AZ | 2019

- Led development of a service application to improve efficiency in restaurant service management.
- [Link to Project](#)

Military Experience

United States Army Infantry | 3 years

- Expert Infantry Badge (EIB), MOP4 Trainer, Combat Lifesaver

Kansas National Guard | 6 years

- Cameraman, photographer, writer, editor