

Danielle M. Reilly

HIGHER EDUCATION PROFESSIONAL | MARKETING PROFESSIONAL

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Experience

The College of New Jersey, Graduate and Intercession Programs

Ewing, New Jersey

PROFESSIONAL SERVICES SPECIALIST (PROMOTED FROM PROGRAM ASSISTANT IN SEP. 2015)

Jan. 2013 - Present

- Oversees summer and winter faculty contract processes including creation of contract tracking database, creation of administrative staff training manual, campus department technical support, monitoring of contract distribution, and reconciliation of payroll
- Oversees summer and winter marketing plans by working with outside vendors for advertisement placement, acquisition of student lists for mailings, and creation of print and emailed newsletters
- Hires, trains, and supervises student workers and graduate assistants as well as one administrative professional staff member. Created new office protocol and training manual
- Maintains daily, monthly and yearly enrollment and credit hour data for summer and winter sessions and runs requested reports for various campus constituents. Makes projections and recommendations from these reports.
- Oversees entire registration process and application process for visiting and pre-college students including application processing, document collection, student follow-up and acceptance packet creation and distribution
- Acts as second level representative for escalated office phone calls and emails.
- Developed the first Summer and Winter Programs Fair for on-campus students. Plans, organizes, markets and executes information sessions for students
- Serves as a functional user for PeopleSoft new version testing

The College of New Jersey, Art Gallery

Ewing, New Jersey

GALLERY ASSISTANT

Sep. 2008 - Aug. 2012

- Performed general office duties including drafting of wall text, editing press releases, composing multiple forms of correspondence for Gallery Director and preparing exhibition deliverables
- Documented newly acquired pieces in permanent collection database and ran queries and reports as requested

Re:Fuel Marketing

Cranbury, New Jersey

SAMPLING AND PROMOTIONS INTERN

May 2010 - Aug. 2011

- Communicated upcoming sampling promotions to over 5000 of Re:fuel's school partners while maintaining and updating accurate and current contact records
- Reconciled lost shipments through maintenance of shipment and price tracking databases

Education

The College of New Jersey

Ewing, New Jersey

MA IN ENGLISH, GRADUATE CERTIFICATE IN GENDER STUDIES

Sep. 2013- May 2016

- Course work included extensive statistical analysis of trends and composition of students in STEM Education

The College of New Jersey

Ewing, New Jersey

B.S. IN BUSINESS ADMINISTRATION, SPECIALIZATION IN MARKETING

Sep. 2008 - May 2012

- Minor in Art History
- Graduated Summa cum Laude

Skills

Advanced Proficient Microsoft Office Word, Powerpoint, Excel, Access, Editing, Copywriting, MLA/APA Format, SPSS Statistics

Working Knowledge Wordpress, HTML, SQL, PeopleSoft