

Nathan Underwood

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Summary

Currently the Director of Admissions Marketing at Mater Dei High School in Santa Ana, CA, I'm ready to shift my focus to an exciting career in Web Development that builds on the skills I've learned in six years of professional marketing. I'm originally from San Jose, CA. I attended CSU – Long Beach on an athletic scholarship and fell in love with Southern California. I pride myself as somebody who is always eager to learn, and never is put in a situation that is too big. I'm looking forward to bringing a no-excuses attitude to my new family.

Education

California State University, Long Beach

Bachelor of Science Degree, Business Administration – Marketing

Graduated: May 2014

California State University, Long Beach

Master of Arts in Kinesiology: Emphasis in Sports Management

Graduated: July 2016

Professional Experience

Director of Admissions Marketing – Mater Dei High School

July 2016 – Present

Progressing through a variety of roles to the current position of heading the school's admissions marketing efforts. Working for an institution with a 75+ year history allowed me the opportunity to bring marketing efforts into the modern era in the following ways:

- Optimize admissions marketing calendar to create competitive advantage over rival schools for potential families, achieving high benchmarks of 1,400+ tour/shadow requests and 1,000+ total applicants on yearly-basis
- Manage \$70,000 budget that utilizes marketing tactics in ways not limited to: geofencing/datamining, web re-targeting, digital advertising, social media, email/text, events, and print.
- Manage admissions database of 10,000+ records
- Create and manage Digital Marketing Internship program that hires six college-level interns annually in areas of Graphic Design, Photography, and Videography to cover all school programs
- Increased potential reach of recruitment and improved customer service experience through partnerships with GoKid carpooling and PeerPal instant chat service
- Plan 10+ targeted admissions events of varying scales, from Open House events of 1000+ attendees to intimate events uniquely designed to meet needs of individual neighborhoods

Coordinator/Partnership Services – Learfield Sports
January 2016 – July 2016

Primary responsibilities in this role were to procure sponsorship partnerships for Long Beach State University Athletics. Once contractual relationships were established, I maintained communication with partners and oversaw the fulfillment of contracts between the university and sponsor. Accomplishments include:

- Secure three new sponsorship contracts never in association with Long Beach State
- Zero contracts breached during tenure with Learfield Sports