

# Daniel S. Presson

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## Education:

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<b>Lindenwood University</b> Master of Arts: Communication Concentration: Promotions & Marketing	<b>St. Charles, MO</b>	May 2012
<b>Southeast Missouri State University</b> Bachelor of Science: Mass Communication Concentration: Advertising Minor: Territory & Sales Management	<b>Cape Girardeau, MO</b>	May 2007

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## Experience:

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**Southeast Missouri State University**      **Cape Girardeau, MO**      May 2013 – Present

### Coordinator, Employer Relations - Office of Career Services

- Supervise full-time Employer Relations Specialist and two graduate assistants
- Work with staff to maintain databases, connect with employers and faculty, and plan on-campus recruitment events
- Maintain collaborations with the Alumni Association, University Advancement, Business and Economic Engagement Center, and local Chambers of Commerce to increase awareness of Career Services as a resource
- Work with local, regional, and national employers, as well as additional business contacts, to create recruitment initiatives, encourage usage of REDHAWKjobs.com, and connect students and alumni with employment/internship opportunities
  - Number of employers utilizing REDHAWKjobs.com has increased 33% between AY15/16 and AY16/17
  - REDHAWKjobs.com part-time employment listings have increased 42% between AY15/16 and AY16/17
  - On-Campus employer recruitment increased 67% between fall 2016 and spring 2017
- Create and execute 60+ individualized employer recruitment or interview events annually in addition to fall and spring semester student and alumni Career Expo
  - Implemented Career Expo employer registration fee generating \$35,000-\$40,000 annually
  - Increased student Career Expo participation 21% between AY15/16 and AY16/17
- Oversee 40,000+ yearly targeted student and alumni email communications and social media campaigns
  - Student and alumni utilization of REDHAWKjobs.com increased 269% between AY15/16 and AY16/17
  - Career Services' average Facebook reach increased 126% between 2016 and 2017
- Launched Career Services' Career Closet offering free access to business clothing items for students in need
- Negotiate annual Symplicity contacts and maintain REDHAWKjobs.com database
- Review and streamline graduate outcome data collection and distribution channels
- Design and execute employer and student marketing materials

### Assistant Director of Admissions for Transfer Recruitment - Office of Admissions

- Served as sole point of contact for transfer and returning students
- Supervised graduate assistant for graduate admissions
- Increased transfer fall 2015 enrollment by 10% (8/13/15)
- Assisted in increasing graduate enrollment by 23% (8/13/15)
- Presented off-campus living and financial aid information
- Initiated articulation efforts with regional community colleges
- Took part in redesign of transfer and graduate publications

### Admissions Counselor - Office of Admissions

- Served as back-up transfer admissions counselor
- Increased territory applicant and admit numbers for regional campuses and on-campus students
- Collaborated with staff to implement and facilitate 2014 regional campus orientations
- Helped launch, manage, implement, and track the success of Associate'sPlus and [www.staycloseofar.com](http://www.staycloseofar.com)

**Lindenwood University****St. Charles, MO**

May 2010 – April 2013

*Admissions & Financial Aid Counselor*

- Managed Illinois territory and recruitment expansion for transfer and traditional college applicants
- Planned and produced marketing materials and procedures for relationship schools and new territories
- Target relationship building and advising for students, parents, and guidance/college counselors
- Performed financial aid consultation, research, and scholarship distribution
- Acted as admissions liaison for the Lindenwood Table Tennis Team

**Edward Jones Family YMCA****St. Louis, MO**

June 2009 – May 2010

*Member Service Associate*

- Directed sales efforts and promotions to prospective clients
- Corresponded with clients through post-sales follow-up
- Processed membership, payment, and enrollment information
- Reviewed confidential financial information and processed financial assistance

**Academic Leadership:**

<b>Professional Staff Council, Chair</b>	2015-Present
<b>National Association of Colleges and Employers, Member</b>	2015-Present
<b>National Career Development Association, Member</b>	2015-Present
<b>Computer Science Advisory Board, Member</b>	2014-Present
<b>Southeast Online 2020 Steering Committee, Subcommittee Co-Chair</b>	2014-2015
<b>Academic Advising Council, Committee Member</b>	2014-2015
<b>Prior Learning Assessment, Committee Member</b>	2014-2015
<b>Missouri Association of College Admissions Counselors, Committee Member</b>	2010-2015

**Community Leadership:**

<b>James Reynolds House Foundation, Board Member</b>	2017-Present
<b>Old Town Cape, Design Board Member</b>	2017-Present
<b>Red Star Neighborhood Revival, President</b>	2016-Present
<b>City of Cape Girardeau, Parks and Recreation Advisory Board, Member</b>	2016-Present
<b>Jackson Industrial Development Company, Board Member</b>	2016-Present
<b>Cape Girardeau Chamber of Commerce, Work Ready Coalition, Member</b>	2015-Present
<b>KRCU Community Advisory Board, Member</b>	2014-Present

**Presentations:**

<b>Charting Your Path! Career Services at Southeast, Transfer Orientation</b>	2015-Present
<b>Email, Phone, and Conversation Etiquette, 16-17 Training and Development</b>	September 2017
<b>Making the Most of Now for Later, Campus Life Student Training</b>	September 2017
<b>President's Leadership Academy, Interview Session</b>	October 2016
<b>Death by PowerPoint, 14-15 Continuing Education Course</b>	April 2014
<b>Presenting with Prezi, 14-15 Continuing Education Course</b>	October 2014