Marisol Arrieta-Bloom

Admissions Counselor

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SUMMARY

Admissions counselor with 3 years recruiting in western Pennsylvania and Ohio for a regional university. Plans 8 weeks of fall travel, reads about 600 files a cycle and runs yield outreach for 450 admitted students. Skilled in Slate, group presentations and advising first-generation families on aid and deadlines.

EXPERIENCE

Admissions Counselor — Allegheny Ridge University

Pittsburgh, PA · Jul 2023 – Present

- Visit 90-110 high schools and 25 college fairs each fall across a 2-state territory, building the plan from 3 years of Slate inquiry data.
- Grew applications from 12 newly added rural and urban schools from 31 to 74 in 2 cycles.
- Read about 600 first-year files per cycle and present 40-60 borderline applicants to committee with written recommendations.
- Run a yield call and text campaign for 450 admitted students, helping territory deposits rise 14% year over year.
- Lead 3-4 campus tours and information sessions a week in spring for groups of 15-60 visitors.

Student Admissions Ambassador — Brennan College

Erie, PA · Sep 2021 – May 2023

- Led 150+ campus tours for prospective students and families over 2 years, with an average 4.8 of 5 visitor rating.
- Called 40-60 admitted students each spring to answer questions about housing, majors and orientation.
- Trained 12 new tour guides on the route, safety notes and answering tough questions honestly.

SKILLS

Recruitment: Territory planning, high school visits, college fairs, virtual sessions, yield campaigns

Evaluation: Holistic file review, committee presentations, transcript and recommendation reading

Systems: Slate CRM, Common App, Google Workspace, Excel pivot tables

Advising: FAFSA basics, aid letter explanations, first-generation family support, FERPA compliance

EDUCATION

B.A. Communication, Brennan College, 2023

Fictional example by FindAJobAI: the person, employers and numbers are invented.