

Anthony M. Ranatza

website www.ranatza.com • email anthony@ranatza.com

Education

- ▶ Bachelor of Arts in Mass Communications; Southeastern Louisiana University; December 2002
- ▶ Master of Business Administration; Strayer University; June 2014

Education Work History/Experience

Louisiana State University, Office of Enrollment Management, Baton Rouge

Assistant Director, Programs & Campus Tours, October 2013 - Present

- ▶ Responsible for all recruitment, conversion and yield events; on and off campus
- ▶ Managed annually over 25,000 visitors to campus on daily campus tours
- ▶ Directed over 20 on-campus recruitment programs annually, along with over 30 off-campus events
- ▶ Cultivated donors with Development Staff to host off-campus events in alumni homes
- ▶ Redesign of campus daily tour operations and implemented new student leadership positions
- ▶ Managed three full-time staff, three graduate assistants, and an average of twenty four guides

The Dakota & Grand Events Catering, Covington Louisiana

Assistant General Manager & Catering Manager, October 2012 – October 2013

- ▶ Coordinated catering and event logistics for grand weddings and elegant private parties
- ▶ Managed daily restaurant operations of fine dining restaurant and scheduled
- ▶ Selected and trained new employees

Strayer University, Metairie Louisiana

Admissions Manager, September 2011 – October 2012

- ▶ Managed four full time admission staff to recruit, qualify and enroll adult students
- ▶ Developed community relations with local business partners and military branches
- ▶ Implemented contact management policy and tracking of prospective students

Southeastern Louisiana University, Office of Admissions, Hammond Louisiana

Assistant Director of Admission, March 2007 – September 2011

- ▶ Redesigned entire orientation program, while continuing duties of previous coordinator levels
- ▶ Managed six full time staff, twenty Orientation Leaders and fifteen student assistants
- ▶ Designed and maintained websites for Orientation, Admission and Future Student pages
- ▶ Customer service manager for Enrollment Services main office

Coordinator of Orientation & Special Events, March 2006 – March 2007

- ▶ Planned and implemented all aspects of the nine yearly orientation programs
- ▶ Hosted all campus recruiting events, averaging one thousand guests at each program
- ▶ Selected, directed and trained annual student Orientation Leader team

Coordinator of Recruiting Services, March 2004 – March 2006

- ▶ Managed strategic recruiting territory management
- ▶ Assisted in creation, implementation and tracking of prospective student communications

Transfer Recruiter/Admissions Counselor, August 2003 - March 2004

- ▶ Developed transfer prospect inquiry system and designed recruiting presentations
- ▶ Strengthened partnerships with community colleges

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Professional and Personal Activities/Organization/Awards

- ▶ National Association for College Admission Counseling (NACAC) 2005- 2011, 2014 - present
 - Baton Rouge Recruiting Fair Committee Member 2009, 2010, and 2011
 - Baton Rouge Recruiting Fair Chairman, 2014 - present
- ▶ Delta Tau Delta International Fraternity, 1998 - present
 - Southern Division Vice-President, March 2015 - present
 - National Scholarship Selection Committee: 2004 – present
 - Chapter Advisor, Tulane University Chapter: May 2007- July 2008
 - Assistant Advisor, Southeastern Louisiana University Chapter: 2005 – 2007, 2010, 2011
- ▶ Collegiate Information and Visitor Services Association, 2014- present
 - National Conference: 2014, 2016
- ▶ National Conference on Student Recruitment, Marketing & Retention by Ruffalo Noel Levitz, 2015
- ▶ Young Leaders Council, New Orleans: 2012
- ▶ Jefferson Coalition of Emerging Leaders (JCEL), Jefferson Parish Chamber of Commerce: 2012
- ▶ Louisiana Association of Collegiate Registrars and Admission Officers (LACRAO): 2004 - 2011
 - Recruitment Zone Coordinator 2008, 2009, 2010, and 2011
 - LACRAO Conference Co-Host: 2008
 - LACRAO Conference Presenter: 2004, 2006, 2007, 2010
- ▶ National Orientation Directors Association (NODA): 2004-2011
 - State Coordinator: 2007- 2011
- ▶ Southern Regional Orientation Workshop: 1999, 2004-2011
 - Presenter: 2009
- ▶ Southeastern Leadership Conference Presenter: 2007 & 2008
- ▶ Southern Association of College Admission Counseling (SACAC): 2007 – 2011
- ▶ Institute for the Study of Transfer Students: 2004
- ▶ Orientation Leader of the Year: 1999
- ▶ Spirit of Orientation Award: 1999

University Committees

- ▶ LSU Enrollment Management Recruitment Committee, 2015 - present
- ▶ Southeastern President's Awards for Excellence Selection Committee: 2008
- ▶ Marketing and admission representative on implementation of online degree program for Louisiana Continuum for All Louisiana Learners (CALL): 2008-2010
- ▶ Southeastern Web site and Marketing Committee: 2007- 2011
- ▶ Southeastern Homecoming and Rock-n-Roar alumni event planning committees: 2003 - 2011
- ▶ Southeastern Vision 2005: University mission and strategic goals planning committee: 2000

References Available Upon Request
