

Dolores Medina

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Education:

2015 Lean Six Sigma Green Belt Certification
2009 MS in Management Information Systems, Florida International University
2007 BS in Information Technology, Florida International University

Skills:

Project Management and Administration, MS Office Products, Presentation Design, PC Support/Customer Support, HTML, PHP, JavaScript, SQL, Windows, Linux, Adobe CS, Tableau, Drupal, PeopleSoft Query Builder

Experience:

2017 - Present Florida International University, Vice President Enrollment Management & Services
Associate Director of CRM and Strategic Communications

- Salesforce strategist for university-wide Salesforce implementation.
- Lead technical team in the creation of Salesforce software roadmap for the university.
- Responsible for the development of communication strategies using tools such as Marketo.

2013 - 2016 Florida International University, Undergraduate Admissions
Associate Director of Enrollment Communications & Outreach **promotion*

- Project manager for Enrollment Service's Customer Relationship Management (CRM) system implementation.
- Responsible for the development of communication strategies within CRM.
- Manage all prospect communications and recruitment life cycle.
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2013 - Present Florida International University, College of Business
Instructor: Introduction to Information Systems, CGS3300

- Introduce students to issues that arise in organizations with regards to Information Systems, review information system development cycle, and study the role information systems play in the decision making process.

2012 - 2013 Florida International University, Undergraduate Admissions
Assistant Director of Communications **promotion*

- Oversee Dual-Admissions Program. This includes coordinating the yearly event.
- Graduation Success Initiative Task Force
- Managed migration of the new Undergraduate Admissions Website and currently part of the new Undergraduate Admissions Application development team. Responsible for branding.
- Managed all prospect purchases. Including loading them into Peoplesoft and confirming that correct communications are being assigned.
- Ensuring that the office stays within the Production Calendar for Communications and makes recommendations on potentially new avenues for marketing.
- Serve as backup for Weekly Enrollment report.
- Supervise technical assistant.

2011 - 2013 Florida International University, Undergraduate Education
Instructor: First Year Experience, SLS1501

- Introduce students to the university and promote and support academic, intellectual, personal, and social growth success. Also review University Core Curriculum, career choices, university policy, and present skills to ease the student's transition.

2007- 2012

Florida International University, Undergraduate Admissions

Coordinator, Computer Applications

- Managed and implemented all Undergraduate Admissions web content and made sure it complies with university standards (branding initiatives, ADA compliance, etc.). This includes constant maintenance of the website and monitoring of Google Analytics.
- Responsible for developing and implementing a production calendar for communications and sending daily e-mails to prospects, inquiries, applicants, and admitted student based on that calendar.
- Designed, updated, and written content for communications. In addition to, yearly updates of e-mail communication, including reaching out to other departments and Deans regarding their publications that are sent from our office.

- Coordinated with various vendors regarding external marketing campaigns. (Cappex and Collegeview).
- Developed reports on the effectiveness of certain communication pieces, including application turn over and Hobson's EMT statistics. In addition to serving as a backup for Weekly Enrollment reports.
- Collaborated with the event coordinator and recruitment coordinators on event logistics to ensure accurate advertisement to the correct demographics.
- Responsible for Peoplesoft yearly 3C engine setup, and various prospect processes such as, communications cancelation, grade promotion, prospect load, search/match/post, and prospect creation.
- Assist scholarship coordinator with any issues regarding scholarship assignment within in Panthersoft.
- Created the Dual-Admission transition form which was implemented within Peoplesoft.
- Documented crucial business process such as scholarship assignment, checklist assignment, checklist creations, prospect promotion, using the User Productivity Kit for Oracle.
- Manage technical assisting staff and ensure that the office's IT needs are met.

2006- 2007

Florida International University, Undergraduate Admissions

Computer Application Specialist

- Responsible for sending daily e-mail communications to prospects, inquiries, and admitted students. This also included assisting with e-mail publication design and maintained website.
- Created reports on enrollment statistics using Moxie & Peoplesoft.
- Worked closely with Peoplesoft technical staff to ensure smooth delivery of services and appropriate technical support.

2004- 2006

Florida International University, Facilities Management

Computer Support Specialist

- Maintained over 125 computers and oversaw help desk and provided technical support for the MMC and BBC.
- Trained employees on use of equipment, software application, and systems.
- Dealt with various vendors and was responsible for new IT purchases within the organization.
- Proficiency in Peoplesoft application (Financials).
- Coordinated the transition of information and contributed to the design of the new Facilities Management website.

Professional

Conferences/Presentations:

2017 Presenter: OneStop Success using Salesforce – Sunshine Summit: Orlando, FL.

2017 Presenter: OneStop Success using Salesforce – Webinar

2011 Alliance HEUG Conference: Nashville, TN

2013 Eduventures: Boston, MS

2013 Educational Leadership Enhancement Program: Captiva, FL

2014 Saleforces Administrator Training

2014 Educational Leadership Enhancement Program: Tallahassee, FL

2014 High Ed Summit Salesforce: Tempe, Arizona

2014 Educational Leadership Enhancement Program: Naples, FL

Presenter: The Faculty Connection Program at FIU