

KATRINA MAE SAUER

ADMISSIONS OFFICER 📍 CARLSBAD, USA 📞 (408)666-5823

◦ DETAILS ◦

Carlsbad
USA
(408)666-5823
katrinamaesauer@gmail.com

◦ SKILLS ◦

Microsoft Office
Google Office Suite
Photoshop
Airtable
MailChimp
ConvertKit
Calendar Management
Administrative Support
Travel Arrangement
Organizational Skills
Process Improvement
Verbal Communication
Written Communication
Public Speaking
Team Building
Attention to Detail
Meeting Coordination
Productivity Tools
Organizational Skills
Time Management



PROFILE

A highly motivated individual with over a decade of working as Admissions Officer for a 5,000+- student institution. Exhibiting leadership experience having served numerous student-applicants and coordinating with both internal and external management officials in the education sector, with in-depth expertise in the field of marketing and strategic development.



EMPLOYMENT HISTORY

Chief Executive Assistant at Squared Away, Carlsbad

December 2022 — Present

- Managed four distinct contracts, each requiring a unique skill set tailored to the specific needs of each entity.
- Oversaw social media management, including content creation, scheduling newsletters, and coordinating public events and speaking engagements.
- Directed content management for a fiscal sponsorship podcast, including posting audio recordings, written transcripts, along with producing monthly reports of engagement.
- Coordinated domestic and international travel logistics, including flight, hotel, and ground transportation, across all contracts.
- Facilitated scheduling for internal and external meetings on behalf of senior leadership.
- Streamlined operational processes for all contracts, enhancing efficiency and workflow.

Head Admissions Officer at Mapua University , Intramuros, Manila, Philippines

February 2012 — December 2021

- Designed effective and user-friendly processes for both admissions and applicant review.
- Increased school registrations over 10% with improved promotional approaches, outreach strategies and parent engagement plans.
- Worked with marketing team to develop recruitment strategies in accordance with organizational goals and within budgetary guidelines.
- Devised and implemented strategic recruitment plan with consideration to both long- and short-term goals.
- Traveled domestically and International to host college recruitment fairs and presentations.
- Overhauled entire admissions content to be online to better support pandemic conditions.



EDUCATION



Master of Business Administration, University of Santo Tomas, Business Administration

March 2014 — March 2018