
STEPHANIE SHAW, Ed.D.

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LEADER OF GRADUATE PROGRAM MARKETING & RECRUITMENT

Dynamic higher education leader with 20 years of experience, which includes overseeing marketing, recruitment, enrollment, and engagement initiatives for graduate-level programs. Draws on strong interpersonal and management skills to work collaboratively with diverse stakeholders, nurture productive relationships, empower staff, and maximize outreach efforts. Designs, communicates, and operationalizes data-informed strategies that advance student, organizational, and revenue goals.

Core Competencies

Higher Education Administration • Recruitment • Integrated Marketing Strategy • Graduate Admissions Strategic Planning • Data Analytics • Competitive Analysis • Relationship Building • Outreach • Training Pipeline Management • Alumni Engagement • Social Media • Event Management • Strategic Partnerships Budget Management • Diversity & Inclusion • Interpersonal Communication • Collaborative Leadership.

EXPERIENCE

ST. JOHN'S UNIVERSITY (20,000-student private university) 2011–Present
Assistant Dean of Marketing and Recruitment of Graduate Programs (2021–present) Queens, NY

- Develops and manages the integrated marketing function for graduate recruitment and student/alumni engagement, communicating the university's brand and value proposition to meet enrollment goals.
- Works closely with the dean and senior leadership to define a strategy for future enrollment, leveraging data analytics and metrics to evaluate past performance, increase yield, and achieve recruiting goals.
- Supervises, trains, develops, and empowers assistants and student workers to thrive in their roles.
- Designs targeted marketing strategies that blend traditional and digital solutions to drive efficacy. Notably, launched 4 social media platforms that grew traffic by 42% over 12 months.
- Establishes and grows the student pipeline, from prospect to enrollment. Implemented process assessments that informed communication changes, delivering transparency and reducing lag time.
- Facilitates bi-weekly sessions to provide advice and direction to current graduate students.
- Regularly attends industry workshops and webinars to maintain up-to-date knowledge of the graduate business admissions landscape, gain competitive intelligence insights, and inform strategic approaches.
- Cultivates partnerships with public, charter, and private schools to advance recruitment initiatives.
- As a member of the curriculum and instruction assessment task force, evaluates and updates standards and policies to ensure alignment with mission and enhance the school's performance in major rankings.
- Using the Slate platform, tracks outreach, communications, student retention, and alumni engagement.
- Runs the greatest number of campus events (open houses, one-on-ones with program directors, and information sessions) per semester: 10 during the spring and fall as well as 4 in the summer. Following events, provides leadership and support to shepherd candidates from prospects to enrolled students.
- Advances giving initiatives across the college, having deployed persuasive communications that raised \$5K from students and faculty to fund scholarships in 2022.
- Collaborates with faculty, chairs, and program directors to identify challenges, plan corrective actions, implement best practices, and institute strategies that drive enrollment and retention. These efforts have contributed to increases in online graduate enrollment (8%) and applications (17%) over 2 years.

Adjunct Assistant Professor of Marketing (2016–present)

- Designs and teaches graduate/undergraduate student courses in Marketing Strategy, Principles of Marketing, and Consumer Behavior. Fosters a strong learning community that has contributed to 30%+ of students requesting recommendations for graduate school through the fast-track program.
- Blends in-person with digital learning strategies to meet needs of diverse students, including international and English as a second language (ESL) students.
- Builds active learning groups for students to develop synergy, confidence, and leadership skills.

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EXPERIENCE, continued

ST. JOHN'S UNIVERSITY, continued

Administrator, Office of University Mission (2011–2021)

- Liaised across campus offices to carry out initiatives that bolstered student engagement and retention. This included events such as open houses, service outreach projects, and Accepted Student Days.
- Managed \$500K budget, monitored contingencies, and reported on variances. Crafted comprehensive and persuasive budget proposal that secured a \$65K increase.
- Hired, trained, oversaw, coached, developed, and evaluated performance of 3-member team.
- Facilitated meetings between parties involved in bias disputes, promoting healing and restorative justice.
- Handled the seamless relocation of 2 senior vice presidents from concept to completion.
- Coordinated and participated in internal task forces and committees focused on implementing strategic priorities related to diversity, inclusion, engagement, recruitment, student support, and alumni retention.

WHARTON CLUB OF NEW YORK (nonprofit alumni membership organization)

2003–2011

Executive Manager

New York, NY

- Planned, designed, and implemented alumni programs and marketing strategies that fostered engagement and mentorship, leading to a 63% increase in paid memberships.
- Oversaw board governance and bylaws, ensuring compliance with 501(c)(3) organization requirements.
- Audited alumni database to eliminate duplicate records and errors, reducing mailing expenses by 30%.
- Developed a robust volunteer program that increased active volunteers by 633% over 8 years.

EDUCATION

- **Doctor of Education** (Ed.D.) in instructional leadership, St. John's University, Queens, NY
- **Master of Business Administration** (MBA) in marketing & strategic management, St. John's University, Queens, NY
- **Master of Public Administration** (MPA) in nonprofit administration, Bernard Baruch College, New York, NY
- **Bachelor of Business Administration** (BBA) in marketing, Bernard Baruch College, New York, NY

SELECTED PUBLICATION

- Shaw, S.A. (2018). Resilience as a predictor of variations in freshmen retention. *International Journal of Business and Applied Sciences*, 7(3), pp. 25-41.

VOLUNTEERISM

- Student advocate and liaison, McNair Scholars Program at St. John's University, 2020–present
- Certified facilitator for student X-Culture projects, St. John's University, 2019–present
- Mentor, ASPIRE Mentor Program at St. John's University, 2019–present
- Mentor, Conversation Partners Program at St. John's University, 2012–2019

ADDITIONAL INFORMATION

- **Awards:** Flourish Award for the best innovative case study based on one of the 17 United Nations Sustainable Development Goals, United Nations, 2020 and 2022
- **Recent Training:** Diversity, Equity, and Inclusion; Digital Marketing; Inbound Marketing; Fundraising
- **Professional Organizations:** American Educational Research Association (AERA), Project Management Institute (PMI), Association of Fundraising Professionals (AFP), American Advertising Federation (AAF), Association of Executive and Administrative Professionals (AEAP), Kappa Delta Pi - Kappa Eta Chapter (KDP), Beta Gamma Sigma (BGS), Sigma Iota Epsilon (SIE)
- **Technical Skills:** Microsoft Office and Access, Banner, Slate, Unibuddy, Blackboard, Canvas, Raiser's Edge, VoiceThread, Quark, Adobe Illustrator and Photoshop, Concur, SPSS, Qualtrics, Canva, Constant Contact, Webex