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**Professional Summary**

A results-driven educational professional with the expertise and experience to strategically leverage relationships that generate creative opportunities. Specializing in retention, advisement, career readiness, team building, student leadership and development, client management and marketing. Proven success meeting institutional goals by working with first generation students, fostering diversity and inclusion in all settings using innovative strategies. Dedicated to student success and creating a platform for trustworthy relationships.

**Education:**

**New Jersey City University**

Masters of Business Administration with a concentration in marketing **May 2014**

B.A. Business Management **May 2008**

**Business Experience**

**Trill or Not Trill, LLC.** Linden, NJ

***Co-Founder* March 2014 – Current**

* Trill or Not Trill is an educational/consultation platform made to integrate culturally relevant content with the world of student development and leadership
* Through our innovative products and services to our clients we increased revenue from $67,000 to $105,000 from 2016 to 2017
* Created “genEDU” a consultation program for colleges and corporations around Generation Z, culturally responsive leadership and career development service
* Provided consultation to assist colleges, universities and organizations with effective fundraising, increase in retention percentages and create new events for students and staff
* Created curriculums and programs for various schools and organization on entrepreneurship, leadership and college readiness
* Developed community relationships, coordinated outreach projects and self-development workshops with organizations such as NFL Players Association, Boys & Girls Club, and Urban League of Union County
* Organized workshops to help guide students and families through the college admissions process.
* Collaborated with NCSL (Magna Publications) by assessing and revamping the aspects of their previous conferences, facilitating an effective social media activation and assisting with outreach and publicity
* Presented to over 20,000 students with over 100,000 website views since October 2015.
* Created a 30-day Business Benchmark Program as a starting line for new business ideas
* Consultation Clients: National Conference of Student Leadership (Magna Publications), Union County College Foundation, Kean University and Vaughn College and Roselle Board of Education, BuzzFeed
* Additional Clients Include: Yale University, Emporia State, Montclair State University, National Conference on Student Leadership, St. Johns University American University, Toronto, Canada, New Jersey City University,
* Seton Hall University, Shady Hill Institute, Hofstra University, Hudson Community College, EMBODI, Rite of Passage, Morristown Neighborhood House, NJ Urban League Young Professionals, NJIT Trio Program, Rutgers Upward Bound, Youth Blind, Union County Juvenile Detention Center and over 100 public/private school districts in NJ, NY, CT, MA, MD and DC.

**EMPLOYMENT EXPERIENCE**

**New Jersey City University (School of Business)** Jersey City, NJ ***Assistant to the Dean for Recruitment, Retention & Career Readiness*  July 2015 - Current**

* Achieved a 26% enrollment increase for the School of Business starting from school year 2015-16
* Developed and maintained a comprehensive data-driven plan programing around enrollment, leadership, career readiness and special programs to help increase retention rates
* Advised students in one-on-one and group settings on topics including, but not limited to: course selection and registration, major/minor exploration and declaration, progress toward graduation, career interests, research opportunities, faculty relationships, and referrals to other campus resources
* Organized and coordinated the LOFT conference which ran sessions on pop culture leadership development, resume review, headshots, LinkedIn and the creation of personal websites for all students
* Created a student leadership program called, “Power Moves” which brought in guest speakers from ABCNews, Robert Half, Holy Name Hospital, SiriusXM, New York Life Insurance Company, Hot97 and Prudential to discuss their various roles and internship opportunities for students
* Collaborates with Undergraduate Coordinators, Chairs, and Dean on the following: Recruitment, Retention, Enrollment Data Reporting, Analysis, Hobsons, and PeopleSoft
* Implemented six articulation agreements with High Schools and Community Colleges which increased enrollment and earned revenue by $30,650 in total tuition as of 2017
* Implemented a program called, “The Alternative Classroom” in which students visited and collaborated with employees at Buzzfeed, Twitter, Madison Square Garden, Fox5 and Sirius XM.
* Engage in outreach to businesses, non-profit organization and school board members to increase enrollment and job placement
* Coordinated all freshman and transfer recruitment activity in the U.S. including National Fairs, manage all conferences bookings and assisted with managing college fair budget.
* Develop and monitor statistical reports to enhance recruitment strategies in target territories and yield management
* Curriculum development and coordination around student leadership & honor societies
* Personal communication, correspondence, and follow-up (Hobsons, Visits, Written, Electronic and Telephone) with prospective students, families and Guidance Counselor

**New Jersey City University** Jersey City, NJ

***Sr. Admissions Counselor*****February 2011 – July 2015**

* Recruit, interview and evaluate freshman, transfer, and adult student’s applicants increasing application pool from 436 to 1100 applications per year for University Admissions
* Assist School of Business with admissions process, organize open house and special recruitment (New Honors Program)
* Responsible for more than 55% of new student enrollment for Fall 2013/14 school year accounting for $8 million in revenue
* Increased retention rate by 4% of freshman and first year students as a Chairperson of Conversion Committee in collaboration with the Director and Vice President of Student Affairs
* Successfully implemented online fee waiver process significantly increasing application pool and saved the university over $5,000 per year
* Manage Admission’s web page content edits, and respond to all e-mail student inquiries
* Manage ongoing strategic communications with high school and independent counselors, including email, print and other media
* Created “Follow Up” programs through social media to increase retention rate of freshman class and first year students
* Developed, implemented and maintained marketing materials such as Online and Print-Ads, Flash Drives, Shirts, and Campaigns
* Serve as a Chairperson of Conversion Committee in collaboration with the Director and Vice President of Student Affairs, focusing on new student enrollment initiatives
* Created and kept track of 25 Student Ambassadors as part of an outreach initiative to help spread information about the University
* Serve as a liaison between student-athletes and their families regarding enrollment and retention
* Served on the Accreditation Committee with Middle States Commission on Higher Education
* Developed community relationships, coordinated outreach projects and self-development workshops within NJ, NY, and CT
* Keynote speaker for various middle and high schools promoting NJCU and Higher Education

**IKON (Ricoh)** Fairfield, NJ

***Account Executive* October 2010-February 2011**

* Served as area-based subject matter expert for IKONs Managed Document Services programs and was responsible for completing customer financial and product-needs analysis
* Effectively leveraged research methods, consultative sales techniques, tele-prospecting, and one-on-one marketing strategies to schedule new appointments in competitive accounts
* Worked on new business initiatives by providing gap analyses to prospective clients demonstrating the impact and benefits of doing business with IKON

**Simplex Grinnell** Rockaway, NJ

***Preventive Maintenance Account Manager* Sept. 2008 – May 2010**

***Preventative Maintenance Sales Intern* May 2007 – Sept. 2008**

* Sold over $60,000 in new service agreements for Commercial, K-12, & hospitality building systems in year one
* Developed & negotiated cost estimates directly impacting revenue & business growth; managed client databases & budget
* Maintained active and productive sales through client follow-up, relationship management and financial reporting.
* Assisted Sales Reps with selling service agreements in assigned markets
* Created Consumer and Business-to-business (B2B) market research for the branch’s future sales
* Participated on high exposure project at Xanadu Mall in East Rutherford, New Jersey representing a $20 million life safety project

**TEACHING EXPERIENCE**

**BROOKDALE COMMUNITY COLLEGE** Lincroft, NJ

***Adjunct Professor* January 2015- Current**

* **Course:** Principles of Management
* Provided instruction on theory related to the managerial function including areas such as planning, global business, organizing, staffing and controlling business organizations.

**HUDSON COMMUNITY COLLEGE** Jersey City, NJ

**Adjunct Professor January 2015- Current**

* **Course:** Principles of Management
* Provided instruction and curriculum design that develop an insight into the basic concepts, functions and techniques of administrative management. Each student obtained specific knowledge of how to manage the planning, organizing, leading and controlling that is involved in any type of organization.

**NEW JERSEY CITY UNIVERSITY** Jersey City, NJ

***Adjunct Professor* Sept. 2014- Current**

* **Courses*:*** Viral Marketing, Principles of Management, Intro to Entrepreneurship, Principles of Marketing
* Under the general supervision of the Management & Marketing Department Chair, taught 6 credits per semester, both day and evening, participated in division activities such as curriculum development, Academic advisement, and contributed to the College community through committee work or other extra-curricular activities.
* Instructed students on the ongoing challenges for entrepreneurship in key functional areas such as marketing, finance, and operations. Using business plan templates, case studies and supplemental readings students examined the opportunities that exist in venture planning.
* Utilize innovative pedagogy, including technology social media and current events to engage students

***Teaching Assistant***  Jersey City, NJ

* **Course:** Bus 231, Principles of Marketing **Sept. 2013 – December 2014**
* Tutored students on Principles of Management Marketing during weekly mentoring sessions
* Completed individual research on new ways and innovation around Marketing

**BOYS & GIRLS CLUB OF UNION COUNTY** Union, NJ

***Facilitator* August 2015- Current**

* **Course**: Entrepreneurship 101 Course
* Created and implements curriculum and instruction
* Provided lectures and information to help first time business owners
* Helped launched 13 small business in 6 months through 1-1 post class sessions

**ABRAHAM CLARK HIGH SCHOOL** Roselle, NJ

***Facilitator*  April 2014- Jun. 2014**

* College Readiness 14-week Course

**TRAINING/CONSULTATION EXPERIENCE**

**CITY OF JERSEY CITY (200 Employees)**

***Instructor***

* Topics Included: Customer Service & Professional Development

**UNIVERSITY OF MARYLAND (400 Students and ResLife Staff)**

***Trainer***

* Topics Included: Diversity, Cultural Competency and Leadership

**IOWA STATE UNIVERSITY (300 Students and ResLife Staff)**

**Trainer**

* Topics Included: Diversity, Branding, Cultural Competency and Leadership

**MAGNA PUBLICATION (NCSL Leadership Conference)**

***Consultant***

* Curated and developed conference speakers, event and schedule
* Created marketing strategies through promotional videos and social media
* Increased conference enrollment and outreach to new schools and institutions

**PRESENTATIONS, AWARDS & MEMEBERSHIPS:**

* Speaker and Guest Lecturer on topics such as ***leadership development***, social media, branding, culturally competency and more. **Clients Include:** Magna Publication, Yale University, American University, Toronto, Canada, New Jersey City University, Seton Hall University, Shady Hill Institute, Augsburg University, Adams State, Golden Key Honor Society, Drake University Hofstra University, Hudson Community College, EMBODI, Rite of Passage, Morristown Neighborhood House, NJ Urban League Young Professionals, NJIT
* Trio Program, Rutgers Upward Bound, Youth Blind, Union County Juvenile Detention Center and over 100 public/private school districts in NJ, NY, CT, MA, MD and DC.
* Black Enterprise Magazine BeModern Men Honoree
* Established the LAW (Lenny A. Williams) Scholarship with Union County College Foundation Board
* Boys & Girls Club of America Community Service Award
* National Academy of Finance Advisory Board Member
* New Jersey City University “Corporate Scholar”
* Urban League Union County “Entrepreneur of The Year”
* Spokesperson of New Jersey City University Enrollment Ad Campaign
* The Black Man Can Institute EXTRAordinary Black Men Award
* Who’s Who Among Student in American Universities & Colleges
* New Jersey City University First Corporate Scholar
* Union County Freeholder Resolution
* Martin Luther King Jr. Scholarship
* Seton Hall University Upward Bound Honorary Member
* Who’s Who Among Student in American Universities & Colleges
* Dean’s List
* Member of Urban League Young Professionals Union County
* Member of New Jersey Association for College Admission Counseling
* Admiral William Halsey Leadership Academy “Honorary Advisory Board Member”

**SKILLS:**

* SPSS
* EAB SSC
* Hobsons
* Naviance
* Salesforce
* College Board EPS (Enrollment Planning Service)
* E-Procurement
* Digital and Social Media
* Training and Team Building
* Promotional Films
* Proficient in Microsoft Suite
* Google Ad Words
* Budgeting
* Customer Relations
* Analytics