

ÁNGELA MARÍA GARCÍA

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EDUCATION MANAGEMENT PROFESSIONAL

Over the past decade, I devised and implemented a national program which facilitated low-income, first college-generation students of color's application and enrollment in colleges and universities that provided the greatest education and employment opportunities specific to their qualifications. I am a passionate leader, with wide ranging experience in staff development and management, large scale web design, developing and implementing programs and services, managing large scale corporate logistics, conducting research and development, and immersed in public advocacy.

I am seeking opportunities wherein I can apply my skills to solve complex social-phenomenological problems in the minority community. Specifically, I seek to expand my work which was developed at The College Board to serve local communities who have, historically, been educationally underserved. In doing so, I want to continue to research, develop, stylize, and deliver services that ensure that minority students and their families understand how to: survey schools, make applications, meet enrollment requirements, finance, and graduate from the institutions best suited to their students' skills and academic perpetration. Ultimately, my goal is to help guide underserved students to overcome personal, cultural and financial barriers to college success.

EXPERTISE

Program Development & Management

- Strategic planning, marketing & implementation of programs, products and services
- Mapping & understanding complex competitive, partner, and constituent ecosystems
- Expertise, insights & analytics to drive program strategies

Management & Performance

- Business operations, budget planning & management
- Cross-functional team building, motivation & mobilization
- Coaching, mentorship & leadership development of staff

Relationship Management

- Advocacy & constituency building
- Communications & constituent engagement
- Creating consensus among team members

PROFESSIONAL EXPERIENCE

COLLEGE BOARD, New York, NY

2008-2017

Executive Director, College Planning Services, College & Career Access Division

Led the development of college planning tools, programs and initiatives designed to identify and break down barriers that prevent students — particularly low-income students, first generation college students, and students of color — from applying to and enrolling in colleges that are their best academic, social, and financial fit.

- Guided the College Board's advisory committee of educators from key constituent, Trustees and member groups in the fields of financial aid, admissions, counseling, and academics to design world-class college planning services and programs
- Developed key collaborations with educators across the country, national scholarship programs, national college access organizations and local college access advocacy groups to distribute sound college guidance
- Designed and implemented one of the most popular websites with 50M visitors annually for the College Board, *BigFuture.org*, which is dedicated to helping students navigate the complex college planning and application process
- Provided college access subject matter expertise, market insights and analytics to drive strategy, portfolio balancing and programming consultation for internal and external organizations

- Created and managed a robust portfolio of college planning resources across multiple traditional and digital platforms in an effort to extend the reach to millions of students and ensure sustained engagement throughout the college planning process

Executive Director, SAT Program Management & Outreach, College Readiness Division

Recruited, hired, trained, supervised and managed 40 employees in SAT marketing, registrations and outreach activities for students, families and educators to ensure consistent achievement of business objectives, mission and financial goals.

- Leadership and advisory roles in multiple projects for African American and Latino student achievement programs to establish a *college-going* culture within traditionally underrepresented communities, by inspiring, engaging and raising awareness of the benefits of a secondary and post-secondary education and with a focus on the tools and resources of the College Board
- Liaison for SAT concerns from members, Office of the President, the Board of Trustees, national councils, media and constituent groups
- Responsible for overall SAT brand management and ensuring SAT product marketing objectives align with overall program and enterprise goals while collaborating with communications, marketing and other programs and services. Provided all channels with consistent program information (field staff, customer service, media) with presentations, FAQs, message points
- Efficiently diversified marketing spends across Program portfolio while growing core business. This was accomplished by continuing to maximize channels to reach students where they are while effectively spending marketing funds
- Supervised and guided the program's web strategy and optimized digital marketing (email, search engine optimization) to protect market leadership and supported traditionally under-served students via free SAT access programming

GRAINGER INDUSTRIAL SUPPLIES, Robbinsville, NJ

2004-2008

Regional Director and Acting Regional Vice President of Sales

I was responsible for a sales team of 30 district managers and 300 sales representatives serving all of the eastern seaboard, from Main to Florida, for customer relationship districts, managers, and their staff to produce incremental revenue which was integral in helping Grainger grow sales to \$321M annually and met profit objectives.

AT&T, Basking Ridge, NJ

1985-2004

District Manager, Consumer Marketing Strategy and Sales

Led Integrated Services Group Account Management teams for AT&T Emerging Technologies, Fixed Wireless Services Marketing Program Manager, and Local Telephony Strategy; and corporate implementation lead for strategic partnership opportunities.

EDUCATION

Bachelor Degrees in Political Science and Music Theory from the Rockhurst University

Studied law at the University of Missouri at Kansas City

PROFESSIONAL DEVELOPMENT & TRAINING

Project Management Certification, George Washington University, District of Columbus

Executive MBA, Thunderbird School of Global Management, Phoenix, AZ