

AMANDA HOLDSWORTH, ED.D.

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RESULTS-DRIVEN EDUCATION EXECUTIVE

Education executive with 20+ years of experience driving operational excellence, brand awareness, and enrollment through process development and continuous improvement. Innovative problem solver who applies critical thinking, financial analysis, and communications skills to transform efficiencies in schools. Expert relationship-builder, leader, and collaborator who understands the importance of brand reputation, recruitment, and retention at each touchpoint.

CORE COMPETENCIES

Lean Six Sigma • Process/Continuous Improvement • Financial and Budget Analysis and Management • Business Development • Brand Strategy • Market Research • Internal Communications • Partnerships • Corporate Relations Program Management • Public Speaking • Crisis Management • Leadership Advisement • Organizational Change

EDUCATION

HARVARD UNIVERSITY | CAMBRIDGE, MA

| *The Consultant's Toolkit* – Organizational Management Consulting Program, 2023

UNIVERSITY OF SOUTHERN CALIFORNIA | LOS ANGELES, CA,

| *Doctor of Education* - Organizational Change and Leadership, 2017

| *Master of Arts* - Strategic Public Relations, 2002

ROBERT MORRIS UNIVERSITY | MOON TOWNSHIP, PA

| *Bachelor of Science in Business Administration* - Communications Management, 2000

| *Minor* - Honors International Studies

PROFESSIONAL EXPERIENCE

CULTIVATE & ENGAGE | MILFORD, MI | *Senior Strategist* | 2018 – Present

Oversee operational, enrollment, and communication strategies for global school and university clients. Duties include budget development and management, vendor procurement and relationship-building, forecasting, strategic planning, organizational structure audits and assessments, and continual improvement of processes and policies. Lead multi-national team of professionals serving clients in the U.S., Canada, Europe, and Australia.

LEADERSHIP

- Drive business development activities to achieve or exceed quarterly and annual financial and growth goals.
- Cultivate and sustain positive relationships with clients and vendors to align missions with high-impact solutions.
- Deliver comprehensive and bespoke consultative services for organization assessments, audits, strategic planning, program evaluations, and marketing initiatives.

ACCOMPLISHMENTS

- Grew revenue by 350% on average year-over-year through targeted business development.
- Developed proprietary dashboard for clients to effectively track direct financial benefit of enrollment activities.
- Harnessed comprehensive research methodologies to gather and analyze data, enabling evidence-based decision-making for financial and communications strategies and brand positioning.
- Analyzed organizational structures to reduce staffing and budgetary redundancies for clients.
- Championed forward-thinking internal policies on worker health, education, environmental management, and civic participation, earning the Good for Michigan All Star Award by scoring the highest of any company in the state on an assessment of overall dedication to the United Nations' Sustainable Development Goals.

OAKLAND SCHOOLS | WATERFORD, MI | *Director of Communication Services* | 2016 – 2018

Developed internal processes to increase efficiencies and decrease costs while re-building a department and spearheading a comprehensive portfolio of strategic communications functions.

- Streamlined process and intake system, ensuring accurate tracking and monitoring of ~2,000 projects that were all completed in one year, effectively reducing costs and increasing efficiencies.
- Developed custom onboarding program including branded recruitment materials, pre-employment preparation packets, employee-completed assessments at two weeks, one month, three months, and six months, and guide for internal leaders based on the KMO gap analysis framework of organizational management.

PROFESSIONAL EXPERIENCE | CONTINUED

UNIVERSITY OF MICHIGAN | ANN ARBOR, MI

Delivered corporate communications expertise in roles of increasing seniority for top-ranked public university.

Director of Communications, Business Engagement Center (BEC) | 2016

- Worked closely with executive and global communications teams at Fortune 100 companies such as Ford, Toyota, and IBM to disseminate information about multi-million-dollar research partnerships with U-M.
- Appointed to lead Diversity, Equity, and Inclusion work. Delivered vision for plan to recruit and retain diverse research faculty and student talent. Interviewed research unit heads and crafted and presented final plan.
- Selected to serve on Voices of the Staff, the 100-employee University of Michigan system-wide workplace improvement committee.
- Developed innovative financial reporting resources for both internal and external stakeholders.

Marketing and Communications Manager, BEC | 2013 – 2016

- Expanded market presence and augmented revenue by implementing comprehensive marketing plans that enhanced brand recognition and stimulated audience interaction.
- Steered development of award-winning marketing materials encompassing web content, press releases, social media, and engagement reports to adeptly convey essential messages and captivate target audience.
- Nurtured media partnerships and tracked exposure to amplify brand prestige and favorable public perception.

CLEARY UNIVERSITY | HOWELL, MI

Designed and executed innovative enrollment strategies specifically tied to ROI and marketing effectiveness.

Executive Director, Communications and Marketing | 2011 – 2013

- Led team of five and managed ~\$1M budget while reducing costs by 44% through improved workflows.
- Secured valuable placements in major media outlets and pioneered rebranding campaign that increased student enrollment by 21% and drove 119% surge in new visitors to Cleary's website in one year.
- Served on the Council for Advancement and Support of Education's (CASE) International Commission on Communications and Marketing, developing the ROI formula for school enrollment through budgetary analysis.

Director of Communications and Community Relations | 2009 – 2011

- Bolstered organization's standing and engagement through connections with community and government stakeholders.
- Devised and executed crisis communication strategies to uphold transparency and foster trust during incidents.

DETROIT COUNTRY DAY SCHOOL | BEVERLY HILLS, MI

Produced strategic marketing and enrollment results in roles of increasing seniority for private university.

Director of Communications | 2006 – 2009

- Led one of the nation's first content-focused campaigns, realizing a 1,235% increase in online articles published from FY06 to FY09, elevating the school's digital visibility while decreasing annual advertising costs by 15%.
- Garnered more than 38 million non-athletic print media impressions from FY06 to FY09, securing placements in esteemed publications such as The Wall Street Journal, The Detroit Free Press, The Detroit News, and on national television outlets.
- Managed all communication, public relations, marketing, advertising, special events, and e-communication functions across four campuses, providing support to a community consisting of over 300 employees, 1,600 students, as well as 1,100 families.

PREVIOUS EXPERIENCE: Six years of prior combined experience directing award-winning enrollment, marketing, and partnership strategies for private and higher education institutions, in addition to corporate and non-profit clients. Two years of experience coordinating and budget planning for International Communication Studies program at University of Southern California. One year as an assistant professor and course designer.

CERTIFICATIONS

CLEARY UNIVERSITY | Lean Six Sigma Green Belt

UNIVERSAL ACCREDITATION BOARD | Accreditation in Public Relations (APR)

NEW YORK UNIVERSITY | Certificate in Digital Media Marketing