

# Luis R. Portillo

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## PROFESSIONAL SUMMARY

Bilingual admissions professional with five years of experience at Radford University. Extensive expertise in working with underrepresented populations, event planning, scheduling, counseling, and recruitment. Strong interpersonal and communication skills with the ability to collaborate and build relationships with diverse populations. Embraces teamwork but welcomes individual projects to be completed with minimum supervision and effective time management skills.

## EXPERIENCE

### University of Delaware

Assistant Director of Admissions

2017- present

- Serve as the regional recruiter for D.C and Virginia
- Involved in all aspects of recruiting and enrolling students in Delaware's secondary market including serving as the primary contact for applicants, planning and scheduling recruitment travel, application evaluation and programming
- Provide extensive outreach to underrepresented populations including Hispanic and undocumented students
- Responsible for planning and executing events such as accepted student receptions and counselor information sessions
- Planned and coordinated face-to-face "meet-ups" with students and families during yield season to answer questions and address concerns
- Part of Edge Summer Program team that provides students a summer bridge opportunity taking college courses on campus for a six-week period.

### Radford University

Senior Assistant Director of Admissions

2015-2017

- Serve as the regional recruiter for D.C, Maryland and Northern Virginia
- Involved in all aspects of recruiting and enrolling students in Radford's three largest territories, including serving as the primary contact for applicants, planning and scheduling recruitment travel, application evaluation and programming
- Part of a team that saw a 94.6% overall increase in applications from 2016 to 2017, with an average of 186% increase in my three recruitment territories while maintaining a 63% acceptance rate
- Managed and mentored other regional representatives in D.C. and Texas
- Helped to develop and implement Latino/Hispanic marketing recruitment plan which has led to a 18% increase in enrollment since 2012
- Provide extensive outreach to underrepresented populations including Hispanic and undocumented students
- Developer and coordinator of the annual "Primer Paso" bus trip which provides opportunities for Latino students in the DMV region to gain more exposure to college
- Translated all recruitment materials from English to Spanish
- Responsible for planning and executing events such as accepted student receptions and counselor information sessions
- Coordinate general admissions email account to provide prospective students and parents with adequate and timely responses
- Planned and coordinated face-to-face "meet-ups" with students and families during yield season to answer questions and address concerns

## EDUCATION

### Radford University

B.A. Foreign Languages & Literatures

Concentration: Spanish

B.A. Criminal Justice

Concentration: Juvenile Justice

## SKILLS

- Bilingual
- Banner
- Hobson's Radius
- Microsoft Office Suite
- Basic knowledge of Naviance
- Slate

## PROFESSIONAL ACTIVITIES

### PCACAC

- Local Counselor Scholarship Committee Chair (2015-present)
- Social Committee Co-Chair (2017-present)
- Summer Institute Faculty (2017)
- Presenter:
  - Annual Conference (2016): "Helping Navigate the College Application Process for Students Without Documentation"
  - Annual Conference (2017) - "Regional Reps: Officers Without Offices" and "Diversity Initiatives: Coming Together for a Common Cause"
  - Drive-in Workshop (2017) - "Making Sense of the Senior Year"

### MARCA

- Member (2015-present)

### NACAC

- Presenter at the Essentials of Professional Development Workshop (2017) - "More than Words: Recruitment is Not Your First Language"

### DICE (Diversity Inclusion for Collaborative Education)

- Co-Founder (2014-present)

### VACRAO

- Member (2012-present)

### College Board

- Presenter at a Dream Deferred/Prepárate (2014) - "Cheeseburgers and Enchiladas"

**RELATED EXPERIENCE**

**Radford University**

**Admissions Counselor**

2012-2015

- Performed recruitment, application evaluation, and programming involved with the enrollment of freshmen students from DE, MD and PA
- Planned and executed 12 weeks of recruitment travel in the fall and four during the spring, including attending college fairs and visiting high schools
- Cultivated and maintained relationships with over 150 college and career specialists
- Took the lead in new focus on Hispanic/Latino recruitment with a concentration on undocumented and DACA students
- Offered presentations and workshops in Spanish for students and families
- Provided prospective student information sessions during campus visits
- Cultivated and maintained relationships with over 150 college and career specialists
- Assisted in the planning and implementation of multiple on and off-campus recruiting and yield events, including diversity events and open houses

**OTHER EXPERIENCE**

**Shelor Motor Mile**

Sales & Finance Consultant

2011-2012

**Pulaski County Humane Society**

Public Relations Director

2010-2011

**Finish Line, Inc.**

Assistant Manager

2004-2008