

# KyleRubin



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kyle-rubin

## PROFILE

Growth focused higher education and business professional with 15 years of experience in sales/enrollment management, marketing & sales/enrollment strategy development, recruiting, and financial aid management with strategy-based decision-making tenancies.

## PROFESSIONAL EXPERIENCE

### DIRECTOR OF ADMISSIONS: RECRUITMENT

*Michigan Technological University / Houghton, MI / 2019-Present*

### DIRECTOR OF INTERNATIONAL SALES & MARKETING

*Pettibone Traverse Lift / Baraga, MI / 2017 - 2019*

### VICE PRESIDENT OF ACCOUNT SERVICES

*Marketing Department, Inc. / Houghton, MI / 2016 - 2017*

### MARKETING MANAGER

*ThermoAnalytics / Calumet, MI / 2014 - 2016*

### ASSOCIATE DIRECTOR OF FINANCIAL AID

*Michigan Technological University / Houghton, MI / 2011-2014*

### ASSISTANT DIRECTOR OF ADMISSIONS

*Michigan Technological University / Houghton, MI / 2009-2011*

### ADMISSIONS COMMUNICATIONS COORDINATOR

*Michigan Technological University / Houghton, MI / 2008-2009*

### ADMISSIONS CAMPUS VISIT COORDINATOR

*Michigan Technological University / Houghton, MI / 2006-2008*

### SALES ENGINEER

*Carrier Corporation / Byron Center, MI / 2005-2006*

## EDUCATION

### M.S. / STUDENT AFFAIRS ADMINISTRATION

*University of Wisconsin – La Crosse*

### B.S. / BUSINESS ADMINISTRATION

*Michigan Technological University*

## KEY SKILLS

### Strategic Account Growth



### Strategic Planning/Forecasting



### Team leadership



### Predictive Analytics



### Strategic Marketing



### High Impact Selling Techniques



### Growth/Change Management



### Lead Scoring Implementation



### Strategic Enrollment Management



## **STRATEGIC SALES, ENROLLMENT & TEAM MANAGEMENT**

- Drive enrollment growth at Michigan Tech by implementing creative, data-grounded recruiting initiatives with high yield tenancies.
- Manage and direct data driven global sales and marketing efforts at Pettibone. Increased year over year revenue from \$26M to almost \$40M (2017-2018) by using predictive sales models and strategic account targeting.
- Experience with managing operating budgets of \$150,000 up to \$2M.
- Foster strategic partnerships with complimentary products, private labels, and key accounts to fill product gaps.
- Manage teams ranging in sizes of two to twelve enrollment, sales, and marketing professionals located both on site and remotely.
- Develop and administer change based team programming designed to influence action amongst staff to achieve goals in dynamic and changing competitive markets.

## **ENROLLMENT MANAGEMENT & RECRUITING**

- Manage growth focused recruiting model at Michigan Tech that saturates traditional markets and aggressively expands into new markets.
- Drive incoming student demand through financial aid leveraging and shift demand by implementing yield focused recruiting strategies.
- Pivot recruiting tactics and strategies to drive behavior based on data/information received via scoring metrics.
- Advise prospective and current students regarding their educational investment and assist with how to finance it (including value-selling an often over \$100,000 investment).
- Manage and administer various scholarship programs including athletic grants and flagship scholarship programs. This includes funding projections and communication of the impacts of those projections to appropriate staff and faculty.
- Orally present to diverse groups of campus visitors including prospective students, donors, employees and faculty members.
- Oversee Michigan Tech's large on campus "Open House" events, which included building relationships with various department chairs, deans, staff, and faculty across campus to ensure a successful large-scale event.
- Create enrollment "buy-in" on campus by working hand-in-hand with deans of specific colleges on their enrollment goals.

## **STRATEGIC PLANNING & EXECUTIVE REPORTING**

- Assist with strategic planning processes. Generate 5-year strategic plans grounded in macro-economic predictions. Plans include market analyses, competitive analyses, revenue prediction, capital outlay, and new product innovation payback.
- Generate goals for team members that align with enrollment/sales goals (and 5-year growth strategy).
- Report (monthly) to shareholders on sales and marketing's progress toward reaching strategic goals set forth and mutually agreed upon by those shareholders.

## **MARKETING INTEGRATION**

- Launch products and develop targeted marketing campaigns around those launches.
- Take a data driven approach to align multi-channel marketing tasks with strategic initiatives and devise a marketing plan that propels entities to reach those initiatives.
- Assist with management of large-scale prospective student multi-channel communication plans.
- Implement CRM systems, develop lead scoring strategies, and dynamically integrate marketing and sales activity into various companies ranging in revenue from \$1M to \$60M.