

ROBIN NILSSON

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EDUCATION

University of Iowa, Iowa City, IA

Masters of Science, August 2022- Present

Majors: Masters in Business Analytics + Masters in Finance (Dual Masters Program)

Cornell College, Mount Vernon, IA

Bachelor of Arts, May 2021

Majors: Business Analytics + Anthropology

WORK HISTORY

Ruffalo Noel Levitz, Student Success Team, Cedar Rapids, IA

Product Support Specialist (Higher Education Consulting Analytics), August 2021 - Present

- As a member of the Student Success Team at Ruffalo Noel Levitz, I aid in the data collection, technical support, analysis, and reporting of many enrollment management products. I make an impact by helping thousands of colleges and universities create plans of action which will improve several things: student acquisition, retention, satisfaction, academic success, and career success.
- Hire, train, support, and manage analytics interns in performing logistic regression, text analytics, statistical clustering techniques, and other methods of analyzing client data to elevate deliverables.

Berry Career Institute, Cornell College, Mt. Vernon, IA

Project Manager, October 2020 - April 2021

- Oversee the completion of content, proposals, and paperwork flow
- Understand existing and developing interests of students to create targeted career development campaigns

Career Assistant, September 2018 - May 2020

- Guide students through entire job-search process
- Advertise, coordinate, and host job fairs and career panels
- Prepare and present engaging career and development presentations to the student body

Magid Associates, Mt. Vernon, IA

Market-Data Research Intern, May 2019 - August 2019

- Reviewed market-data slideshows to ensure accuracy prior to presentation to television networks
- Developed a rounded understanding of market-research by observing the full cycle process of data collection, analysis, and presentation
- Participated in phone calls with clients, such as NBC

Heart of Ellsworth, Ellsworth, ME

Intern, May 2018 - August 2018

- Organized, planned, and advertised city-wide events and festivals
- Networked and maintained connections with sponsors and event performers
- Prepared presentations and made recommendations regarding event revenues and expenses

Private Art Teacher, Miami, FL

Portfolio- Building Specialist, May 2016 - August 2017

- Due to being accepted into two fine-art magnet schools and a pre-college program, in addition to being offered a full-ride scholarship to an art school in California, parents began hiring me to guide their students through the art-school application process.

LEADERSHIP & SERVICE

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Graduate Student Ambassador Program, University of Iowa, Iowa City, IA

Dual Masters Graduate Student Ambassador, December 2022- Present

- As a Graduate Student Ambassador for the Dual Masters in Finance and Business Analytics program, I am available to prospective students who have questions about life in Iowa City and the student experience at Tippie. The role entails speaking in front of incoming/prospective students at events, responding to emails from incoming students with questions, and presenting myself in a manner which reflects positively upon myself and the program.

Graduate Student Government, University of Iowa, Iowa City, IA

Elected Member- Interprofessional Committee, September 2022- Present

- As a member of GPSG's Interprofessional Development Committee, I plan and host events which foster professional and social connections among students in the Business, Dentistry, Graduate, Law, Medical, Nursing, Pharmacy, and Public Health Colleges.

Alumni Board of Directors, Cornell College, Mount Vernon, IA

Elected Director- Programming Committee, April 2022- Present

- Support the engagement of alumni through activities and events including regional club programming, Homecoming programming, and other efforts to bring alumni to campus as well as for alumni to connect off campus
- Partner with the college to support student focused activities where it makes sense to have alumni involved

Leadership, Entrepreneurship, and Distinctive Service (LEADS) program, Cornell College, Mount Vernon, IA

Selected member, August 2020- May 2021

- Participated in Leadership and teamwork skills building workshops, business case studies, and student led service projects

PUBLIC SPEAKING & MISCELLANEOUS EVENTS

Higher Education Coalition Conference, Economic Alliance, Cedar Rapids, Iowa

Invited Panelist and Speaker- February 20th 2022

- Presented on recent graduate values and experiences in the midst of covid19 (citing data collected at Ruffalo Noel Levitz), how local employers and educational institutions might adjust in order to better meet the students/recent graduate needs, therefore also achieving their enrollment and hiring goals.

Cornell College XC/T&F Alumni success Panel, Mount Vernon, Iowa

Founder and Chief Organizer- November 2022

- College serves as a critical period where small decisions can have great effects on the outcome of individuals' lives later. The value of an alumni's life experiences and advice lies in the potential for a student to hear their stories and have it inform their decisions going forward. In the interest of increasing alumni engagement and boosting student success, The Cornell College XC/T&F Alumni Success Panel provides a space where successful alumni can tell their stories and provide advice to current members of the XC/T&F team.
- Identified a need for increasing alumni engagement at Cornell College and proposed forming alumni panels for specific groups on campus. I proceeded to collect a list of alumni, choose panelists, prepare the structure for the event and created the materials to promote the event.