

# Sebastian A. Chai-Onn, MBA

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2+ years experienced professional adept at executing recruitment strategies and data-driven solutions for the goals of an organization. Proficient in admission processes and data visualization to increase enrollment and applications. Highly skilled in stakeholder engagement and admission evaluation for achieving organizational growth.

## PROFESSIONAL EXPERIENCE

**Coordinator-Recruitment & Outreach**, University of Maryland, College Park- A. James Clark School of Engineering, College Park, MD, July 2019 – Present

Coordinated recruitment, admissions, and strategic planning for undergraduate, graduate, and certificate programs.

- Develop and execute recruitment and communication plans to increase applications, enrollment, and yield from domestic and international applicants.
- Served on undergraduate and graduate admission committee for the Clark School. Assisted in the process for evaluating a combined applicant pool of over 6,000 applicants.
- Review admission criteria and evaluation methodology for Master of Engineering programs and present recommendations to the Assistant Dean of Continuing Education.
- Coordinated and represented the Clark School of Engineering at in-person and virtual recruitment events for undergraduate and graduate programs. Presented on admissions process, and competitive advantages of the college.
- Refocused undergraduate admissions process to incorporate new metrics for evaluation to better align with the goals of the college.
- Assess strategies for enrollment growth and advancement to determine high-yielding initiatives and financial gains. Contributed to a 25% growth in donor gifts and grant funding from stakeholders.
- Supported a rollout of new administrative, and admissions systems from Salesforce to reduce processing time by over 50% for applications and decision release.
- Translated recruitment, admission, and financial data into reports utilizing Excel and SQL for stakeholder communication.
- Identified and provided insight for performance metrics, and landscape conditions to support department decision-making and market advancement. Contributed to a 33% growth in undergraduate enrollment.
- Collaborated with engineering faculty, admissions staff, accounting staff, and donor relations members to establish analytical tools and KPIs for strategic operations and enrollment goals.

**Financial Aid Counselor-Athletic & Transfer Students**, University of Maryland-College Park, College Park, MD, May 2018- July 2019

Advised students and ensured compliance and oversaw policies, and procedures for receiving federal, state, and institutional aid.

- Designed monthly and quarterly reporting on athletic accounts and historical expenses to present to management.
- Evaluated financial aid appeals and determine eligibility for additional aid.
- Assessed athletic awards each semester to ensure correct amount of funding was awarded.
- Refocused processes for awarding athletic scholarships based on operational assessment and highest returns. Reduced over-awarding by 30% for all NCAA-based awards.
- Managed and updated database of accounts and prepared reports based on data-requests utilizing SQL language and functions.
- Standardized grant and scholarship accounts funding athletic program-related awards to students. Increased account accuracy by 40%.
- Assisted with preparation of annual audit from the Department of Education, Maryland Higher Education Commission, and State Government of Maryland.
- Assisted in the preparation of yearly reports for university leadership.

**Financial Management Intern**, Metropolitan Washington Airports Authority, Washington, D.C. May-2017-August 2017

Assisted the Financial Management Division at Ronald Regan Washington National Airport in financial analysis and forecasts for the \$650 million project implementation of Project Journey.

- Assisted in formulating the annual budget and recommendations for the MWAA board of directors.
- Identified relevant financial trends and KPIs and converted them to presentations for senior leadership to review.
- Collaborated across departments to formulate solutions for budget constraints.
- Updated figures used for budgeting and forecast purposes each month based on departmental reports and approved contracts.
- Centralized figures from stakeholders to analyze trends and develop solutions for capital development.

## KEY COMPETENCIES

- Slate
- Admissions Evaluation
- Student Engagement
- Strategic Planning
- Microsoft Excel, PowerPoint Access, Project, Dynamics
- Student Information System

- Google Analytics
- SAP ERP

- SQL
- Salesforce

- STATA
- Workday

## **EDUCATION**

**University of Maryland Global Campus**, Master of Business Administration (MBA), March, 2020

**Centre College**, Bachelor of Science (B.S.) Finance & Economics, 2018