

# Lisa Fetzer

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## Sales Management & Leadership

Meticulous **Sales Director** who undertakes complex assignments, meets tight deadlines, and delivers consistent superior performance. Possesses practical knowledge in corporate higher ed, real estate, and sales. Applies strong leadership skills to inform senior management of economic trends and year-over-year statistics to forecast accurately. Operates with a strong sense of urgency and thrives in a fast-paced setting.

**Core competencies include:**

**Financial Reporting · Financial Analysis · Project Management · Statistical Analysis · Market Analysis  
Corporate Relations · Strategic Planning · Forecasting · Procuring Talent · Training · Employee Retention**

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## Professional Experience

### **Chamberlain College of Nursing - DeVry Education Group · Chicago, IL · 2010-Present**

*One of the largest publicly held, international, higher educational organizations in North America.*

#### **Director of Admissions**

Develops and implements short-term and long-term strategic plans to achieve desired student recruitment goals, consistent with the mission, vision and values of the company. Ensures that admissions objectives, goals, plans and actions produce the desired student recruitment results consistent with the strategic plan.

Formulates annual operating budgets and monthly forecasts, and tracks team spending and ROI.

- Exceeded all targeted goals and averaged 117% of plan.
- Maintained a 51% ROI
- Played an intricate role in sustaining 98% student retention and over 90% NLCEX pass rate.

### **DeVry University Online - DeVry Education Group · Chicago, IL · 2005-2009**

*One of the largest publicly held, international, higher educational organizations in North America.*

#### **Associate Director of Admissions/Admissions Advisor**

Adhered to laws and regulations governing student recruitment activities as well as DeVry Code of Business Conduct and Ethics. Assessed prospective students to ensure they have the potential, traits, characteristics and financial wherewithal to be enrolled through graduation. Carried out management responsibilities which include the following: planning, assigning and directing work of subordinates; appraising their performance, rewarding and disciplining employees; addressing complaints and resolving problems.

- Consistently exceeded target goals and averaged 121% of plan.
- Networked and developed professional relationships to generate personally-developed inquiries.
- Recognized as a top performer and invited to the annual TEACH summit in 2008.

**Advantage Realty Group & Touchstone Group · Naperville & Chicago, IL · 2004-Present**

*Touchstone represents 85 different owners, managing approximately 700 separate properties, with \$84,000,000 in assets under management. It is now growing, dramatically, with client commitments to increase its responsibilities by \$240 million annually with a goal of providing an all-encompassing, outstanding real estate experience for clients, whether they are owners, renters, or investors.*

**Real Estate Broker/Marketing Manager**

Assists with staffing needs by interviewing potential candidates for all office positions including other realtors. Converts prospects to closed sales for clients throughout the suburbs and city. Coordinates special events and launches web-based and in-office promotions. Designs and updates marketing materials to ensure consistent revenue. Employs numerous market research initiatives to support brand positioning, pricing and marketing communications efforts.

- Helps train new brokers in the field by observing and educating staff on compliant materials and laws.
- Produced over \$2 million in sales my first year.
- Provides close, personal client attention and tenacious follow-up to ensure best service.

**The Hartford · Aurora, IL · 2002-2005**

*One of the largest property & casualty companies in the United States that offers products to meet a broad range of needs, from property-and-casualty insurance for personal and business needs to employee benefits and mutual funds. The Hartford is part of the Fortune 500 list.*

**Claims Representative**

Answered and dictated incoming calls regarding client workers compensation, automobile, property, and general liability insurance claims. Handled all claims within a dedicated and supportive team environment.

- Developed an internal company website to increase phone productivity.
- Trained new incoming employees and quality checked their calls.

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**Education**

**Keller School of Management · Chicago, IL · 2011-Current**

*Master's in Business Administration*

**DeVry University · Chicago, IL · 2006-2008**

*Bachelor of Science in Technical Management*

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**References Available On Request**