

## **Sally J. Phelps**

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### ***Experience***

**Franklin W. Olin College of Engineering**  
**Director of Post-Graduate Planning**

**Needham, MA**  
*September 2007 – Present*

#### ***Provide Strategic Leadership to Career Services Team:***

- Manage high performing career center team of new engineering school, designated #17 Best Career Services - in the country by Princeton Review, 2014.
- Craft appropriate strategic partnerships with growing number of employers; working with them to facilitate campus visits, speakers in the classroom, workshops, research projects, and campus interviews and information sessions so that they might brand themselves on campus.
- Implement new online tools such as InterviewStream, ResumeBuilder and NaceLink within department to optimize efficiency of the team.
- Collaborate with other local engineering schools to bring new opportunities to Olin students.
- Manage modest annual budget to efficiently achieve the goals of the office.

#### ***Deliver Job Search and Career Guidance to Students and Alumni:***

- Work with elite student body, setting up programs and processes to assist them in securing internships and jobs.
- Provide one-on-one counseling for students and alumni, coaching them to bring creativity and strengthen to their interviewing, networking, resumes, LinkedIn profiles, portfolios, graduate school essays and job search skills.
- Work with team to design and execute recruiting seminars on graduate school, fellowship and scholarship preparation and job search tools.
- Work with faculty in 2014-15 school year to deliver mini-course on “Self-Reflection” for students.

#### ***Collaborate with College Administration and Colleagues:***

- Interface with faculty, Trustees, President’s Council and college administration, reinforcing the strategic direction of the college, forging critical relationships between VIP’s and students.
- Lead an admissions team each December – January, reading files and assessing applicants for fit and readiness. Also sit on Admissions Committee, making final decisions on applicants at each step of the process.
- Asked to participate in executive searches for the college – Chief Marketing Officer in 2013 and Dean of Admissions in 2014-15.
- Provide comprehensive data and reports as required.

## ***Experience (continued)***

### **Franklin W. Olin College of Engineering**

**Needham, MA**

#### ***Generate Publicity for the College:***

- Create and implement communications plan to help brand Olin College as a premier engineering institution. Help develop and update print materials, website and social media to celebrate the successes, excellence, character and innovation of Olin students and alumni.
- Conduct presentations to parents and prospective students to tell them of our department's services.
- Write and edit 1-2 blog posts each week for website, sharing alumni and student success stories.
- Attend national seminars and conferences to meet new employers and inform more of the mission of Olin College to continue to evolve engineering education.

### **Bose Corporation**

**Manager of College Relations, Human Resources**

**Framingham, MA**

*August 2000 – August 2007*

- Designed, implemented and grew a strategic College Relations Program at world-leading audio manufacturer by working with key university recruiting personnel, establishing strong relationships with hiring managers and finding best students for open positions within the corporation.
- Built College Relations team to meet entry level hiring needs of corporation
  - Hired hundreds of interns and co-ops to perform valuable work for company, encouraged 'mutual test drive,' and branded Bose as desirable place to work on many college campuses.
  - Increased number of co-ops in company from 4 to 75, interns from 15 to over 200, and number of college hires by 44% annually.
- Introduced MBA recruiting to Bose – partnering with best schools, built reputation for Bose as "Employer of Choice" for graduate business students.
- Worked with R&D executives and management on work force planning, encouraging the hire of recent grads into an aging workforce.

### **Manager of Account Services, Corporate Communications** *June 1992 - August 2000*

- Built client-focused team of six Account Executives for In-House Communication group; created communication programs, executing high volume of print, broadcast, and interactive media projects.

## *Experience (continued)*

### **Bose Corporation**

**Framingham, MA**

#### **Account Executive, Corporate Communications**

*May 1988 – June 1992*

- Strategically managed internal accounts – interfaced with clients, creative and production teams to create world class, impactful communication programs:
  - Home Entertainment Marketing projects for international product launches, promotions and technical communications.
  - North American Sales projects and promotions for retail accounts that needed to be tailored to national and regional dealers.
- Established strong relationships, presented creative concepts, monitored project and annual budgets, scheduling. Providing consistent, timely and thorough communication with colleagues. Simultaneously managed 75-80 projects, ensuring strategic alignment and high-quality communication.

#### **Marketing Assistant, Consumer Direct Division**

*June 1985 – May 1988*

- Assisted the General Manager of growing sales division in communication, reporting, and administration
- Reported and wrote weekly promotional newsletter to share success stories throughout the division; conceptualized, executed and monitored sales recognition and incentive programs.

## *Education*

**St. Bonaventure University**  
**BA in Mass Communication**  
**Concentration: Spanish**

Olean, NY May 1983  
3.4 GPA