



ARACELI "SALLY" PEREZ-RAMOS CURRICULUM VITAE

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ASSOCIATE DIRECTOR | CAREER COACH | PROGRAM MANAGER

Proactive, mission-driven, and visionary leader with over seventeen years of experience supporting students in professional development, overseeing project initiatives, building and maintaining relationships with employers, and organizing events. Knowledgeable in NACE Career Readiness Competencies, marketing strategies, internship and externship programs, training programs, recruitment curriculum instruction, and supporting executive initiatives. Ability to design and apply qualitative and quantitative data collection methods to collect and analyze employment data for the executive team. Excellent research, time management, and problem-solving skills with exceptional focus, follow-through, and coordination skills. Proven ability to develop and manage project schedules, hire, train, supervise, and evaluate administrative and professional staff. *A recognized leader within state and national organizations such as the Southern Association of Colleges and Universities, the Texas Cooperative Education & Internship Association, and the Cooperative Education and Internship Association.*

AREAS OF EXPERTISE

Strategic Vision and Planning | Experienced Leadership | Career Development | Exceptional Networking Skills | Data Driven Innovative | Focused on Student Outcomes & Employer Engagement | Strong Communicator and Collaborator | Lead a Team Work Cross-functionally | Demonstrated Commitment to Diversity and Inclusion | Business Graduates | Recognized Leadership

TECHNICAL PROFICIENCIES

Microsoft Word, Excel, PowerPoint, and Excel | Online Platforms | Asana | Trello | Banner | Manage Database Systems | Zoom | HootSuite Certified | Drupal | Bit.Ly | PeopleSoft | Camtasia | Java | Google Analytics | Qualtrics | Poll Everywhere | Wix | AI | WordPress | Blogger | MailChimp | WebEx | Handshake | Canva | Adobe Photoshop | LinkedIn | Emma | Workday | Concur Slack | GoInGlobal | Kaltura | Canvas | Skillsyncer | Drift | Teams | Google Suite | H1B Job Checker | Power BI | Uconnect

PROFESSIONAL EXPERIENCE

ASSOCIATE DIRECTOR | Wake Forest University, Market Readiness & Employment - School of Business Oct 2019 – Present

- Recognized as Staff Member of the Month for the Wake Forest University School of Business in October 2024
- Awarded 2025 Fellow by the Cooperative Education & Internship Association in April 2025, presenting on innovation and inclusivity of programming collaboration across the university and in conjunction with other universities
- Delivers personalized, high-quality career coaching to students within the Master of Science in Business Analytics and Decision Analytics programs, closely monitoring caseload and first destinations
- Collaborates closely with the Employer Relations team in sourcing opportunities, collaborating on employer engagement, advocating for sourcing for international students, and hosting training on artificial intelligence
- Supports students in the navigation of their job search process through career exploration techniques, job search action plans, resume and cover letter critiquing, interview preparation, and salary negotiations
- Engages with stakeholders in managing projects and events, communicating with and establishing partners, creating new resources, website management, online resources, digital media, and developing best practices for DEI initiatives
- Collaborates cross-functionally with Employer Relations, Alumni Relations, Enrollment Management, Student Services, and faculty and staff to deliver innovative and customized career-related events, programs, and resources
- Maintains a high knowledge rate of assigned student caseload (in the US and China) as well as monitors and tracks all student activity, ensuring consistent and comprehensive reporting for all stakeholders
- Facilitates online and in-person learning to MSBA students by applying active learning methods, utilizing various instructional strategies, and supporting students in achieving their learning goals through a career development course
- Designs, markets, and facilitates a communications program, creating and coordinating programming, speakers, interactive engagement initiatives, marketing, and creation of an attached certification
- Work in partnership with various departments cross-functionally for RIDE (Resources for Inclusion, Diversity, and Equality) Initiatives, co-leading teams on event planning, marketing, and vendor negotiation
- Innovative leader directing the inaugural Latinxs in the Boardroom and the International Excellence Symposium, the first conferences ever held at the university, two conferences which target all Latinx and international students to engage in one-day events providing Leadership and professional development
- Co-leads BAN 6004 graduate-level Career management course for the Master of Science in Business Analytics, becoming Instructor of Record in the summer of 2025

St. Edward's University – Career and Professional Development

MANAGER OF COMMUNICATIONS AND ONLINE PROGRAMS

June 2015 – July 2019

- Managed all social media and communication outreach within the department, accountable for the deployment of social media campaigns through the various managed social media networks

- Continuously supported the Employer Relations Manager in all aspects of career events such as fairs, networking nights, workshops, and information sessions, including building and establishing relationships with employers
- Responsible for the marketing, event planning, and student engagement regarding the First Destination Survey
- Created marketing materials to foster campus awareness as well as promotion of department programs and activities, including the weekly newsletter, career blog, promotional emails, and fliers/posters
- Utilized tracking metrics to assess the usefulness and target audience reach of marketing efforts
- Hired, trained, and supervised students as Student Career Educators and Digital Media Assistants
- Generated, implemented, and maintained online educational resources and programs, including web chat, instructional videos, and programming modules for webinars
- Facilitated training presentations to professional and student staff on created and implemented online programs such as Big Interview, Resume Drop Off, Online Resume Advisor, and other technical programs

INTERNSHIP COORDINATOR

Oct 2011 – June 2015

- Instructor of record collaborating on overseeing CPAM 1110: Jobs to Internships Course, which included a curriculum focused on professional development, such as resume writing, cover letters, and interview preparation
- Collaborated, developed, and implemented employer programming containing networking and panel discussion components, and coordinated student workshops and networking events focused on careers and internships.
- Amplified opportunities in the development and promotion of internships, externships, and employer relationships
- Oversaw internship program, including meeting with employers to develop new and existing internship programs as well as advertise such opportunities to the student body
- Designed and implemented the Student Career Advisor Program, overseeing recruitment, onboarding, and supervision
- Accountable for university funding for students participating in signature programs such as the Work-Study Community Internship Program and HEB Community Internship Program
- Implemented initiative for Externship/Job Shadowing Program, which provided group informational interviews and networking opportunities for students curious to learn more within the field of their study

INTERNSHIP COORDINATOR | **University of Texas-Pan American Office - Career Services**

Nov 2006 – Oct 2011

- Developed programs such as Internship Week and established the Externship/Job Shadowing Program, which created opportunities for first- and second-year students to shadow employers within the field of their study
- Oversaw the management of the Archer Center Internship Program, including the recruitment of students, management of funding and course registration, and sourcing of internships within the DC metropolitan area
- Designed, coordinated, scheduled, and managed workshops, networking socials, Internship Week, employer information sessions, student organization meetings, and class presentations
- Accountable for the marketing recruitment, hiring, and training of student staff for both front-of-office operations and as Student Career Advisors
- Recruited and supervised professional administrative staff in daily program operations, delivering quarterly performance evaluations, hosting weekly meetings, and identifying areas of improvement

EDUCATION & CERTIFICATIONS

St. Edward's University, Austin, TX | Master of Arts in College Student Development | *May 2014*

The University of Texas-Pan American, Edinburg, TX | Bachelor of Arts in Political Science | *May 2001*

CERTIFICATIONS

USF Corporate Training & Professional Experience | *Diversity, Equity, and Inclusion in the Workplace Certificate* | 2022

Hootsuite Academy | *Hootsuite Platform Certification* | 2017

LEADERSHIP & PROFESSIONAL ORGANIZATIONS

National Association of Colleges and Employers (NACE)

- *STEM Affinity Co-Chair Lead*

April 2008 – Present

July 2024 – June 2026

Southern Association of Colleges & Employers (SoACE)

- *Local Arrangements Chair, Conference Planning Committee*
- *Marketing Chair, Conference Planning Committee*
- *Assistant Marketing Chair, Conference Planning Committee*
- *Small Colleges and Universities Knowledge Group Chair*
- *Technology Knowledge Group Chair*

July 2008 – Present

February 2024 – January 2025

February 2023 – January 2024

February 2022 – January 2023

February 2021 – January 2022

February 2015 – January 2017

Cooperative Education and Internship Association

February 2007 – Present

Wake Forest University Staff Advisory Council – Communications

July 2023 – July 2025

Texas Cooperative Education and Internship Association

May 2008 – August 2016

- *Former President, Past President, Conference Chair, Vice President*

PRESENTATIONS

- Co-Presenter, "STEM Affinity Group Annual Meeting"**, June 2025, National Association of Colleges and Employers Conference, Philadelphia, PA
- Presenter, "Empowering Your Future: Mastering Resumes, AI, and ATS for Career Success"**, May 2025, Hector and Gloria Lopez Foundation Leadership Institute, Austin, TX
- Presenter, "AI-Powered Job Search: Revolutionize Your Career Strategy from Resume to Interview"**, May 2025, American Marketing Association, Charlotte, NC
- Co-Presenter, "STEM Affinity Group Annual Meeting"**, April 2025, National Association of Colleges and Employers Meeting, Virtual
- Presenter, "Enhancing Campus Partnerships to Foster Student Success through Inclusive Excellence"**, April 2025, Cooperative Education & Internship Association Conference, Tucson, AZ
- Panelist, "Resumes that Get Results"**, March 2025, Indeed Job Search Academy, Virtual Webinar
- Co-Presenter, "STEM Affinity Group Annual Meeting"**, February 2025, National Association of Colleges and Employers Meeting, Virtual
- Co-Presenter, "STEM Affinity Group Annual Meeting"**, October 2025, National Association of Colleges and Employers Meeting, Virtual
- Panelist, "Make a Connection: Networking Tips for Career Growth"**, March 2023, Indeed Job Search Academy, Virtual Webinar
- Co-Presenter, "Communication and Self-Efficacy Development Through Groups and Peer Support"**, March 2023, National Association of Colleges and Employers Symposium, Virtual Webinar
- Panelist, "Let's Talk Resumes: Impressing the Recruiter and ATS"**, March 2022, Indeed Job Search Academy, Virtual Webinar
- Co-Presenter, "Activating a 'Pit Crew' for Communication, Self-Efficacy, and Acculturation for Diverse Students"**, December 2022, Southern Association of Colleges and Employers Conference, Charlotte, NC
- Presenter, "Changing Your Outlook in Utilizing Social Media in Career Services"**, August 2016, InternBridge Career Services International Online Conference, Austin, TX
- Presenter, "Best Practices in Digital Media Strategies in Career Services"**, July 2016, Texas Cooperative Education & Internship Association Southwest Regional Conference, Fort Worth, TX
- Moderator, "User Experience with Customer Relation Management Systems"**, May 2016, Southern Association of Colleges and Employers Technology Knowledge Group Webinar, Austin, TX
- Co-Presenter, "Successful Marketing Strategies in Career Services,"** April 2016, Southern Association of Colleges and Employers Technology Knowledge Group Webinar, Austin, TX
- Presenter, "Social Media for Higher Education Professionals,"** April 2016, St. Edward's University Professional Development Seminar, Austin, TX
- Presenter, "Marketing Strategies in Higher Ed,"** March 2016, Southern Association of Colleges and Employers Technology Knowledge Group Webinar, Austin, TX
- Presenter, "Utilizing Social Media in Career Services,"** December 2015, Southern Association of Colleges and Employers Technology Knowledge Group Webinar, Austin, TX
- Presenter, "Online Programs to Help Student Transition from Student to Professional,"** October 2015, Southern Association of Colleges and Employers Technology Knowledge Group Webinar, Austin, TX
- Presenter, "Utilizing Social Media to Engage Students in Career Services Programming,"** August 2015, Houston Area Consortium of Career Centers Drive-In Conference, Houston, TX
- Presenter, "Update on Best Practices in Social Media in Career Services,"** July 2015, Texas Cooperative Education & Internship Association Southwest Regional Conference, Austin, TX
- Presenter, "Changing Your Outlook on Utilizing Social Media,"** March 2015 Cooperative Education & Internship Association Annual Conference, Atlanta, GA
- Co-Presenter, "Successful Programs in Engaging the Community,"** March 2015, Cooperative Education & Internship Association Annual Conference, Atlanta, GA
- Co-Presenter, "Internships and You,"** February 2015, St. Edward's University, Getting to Year 2 Conference, Austin, TX
- Presenter, "Best Practices in Social Media Outreach"** July 2014 Texas Cooperative Education & Internship Association Southwest Regional Conference Austin, TX
- Panelist, "Women in Higher Education"** May 2014 #saTech Unconference Austin, TX
- Presenter, "Internships 101 and You"** July 2013 Hispanic Scholarship Consortium Conference, Austin, TX
- Co-Presenter, "Meet the New On-Campus Recruiting Model,"** April 2013 Cooperative Education & Internship Association Annual Conference, Orlando, FL
- Co-Presenter, "Internships and You,"** February 2013, St. Edward's University, Getting to Year 2 Conference, Austin, TX
- Moderator, "Employer Panel Discussion"** July 2013 Texas Cooperative Education & Internship Association Southwest Regional Conference Austin, TX
- Co-Presenter, "Networking Your Way to a Career"** July 2012 Hispanic Scholarship Consortium Conference, Austin, TX
- Moderator, "Employer Panel Discussion"** July 2012 Texas Cooperative Education & Internship Association Southwest Regional Conference Austin, TX

Co-Presenter, "You, on Paper" February 2013 *St. Edward's University Getting to Year 2 Conference* Austin, TX
Panelist, "Externship Best Practices" July 2011 *Texas Cooperative Education & Internship Association Southwest Regional Conference* Austin, TX

HONORS & ACCOLADES

Staff Member of the Month – October 2024, Wake Forest University, School of Business, Winston-Salem, NC

St. Edward's University, Austin, TX

- *Master of Arts in College Student Development Academic Excellence Honor, April 2015*
- *Career Services Honored by the Blue & Gold Committee for Exemplifying, April 2014*
- *The Values of Service & Sacrifice, April 2014*

GRADUATE RESEARCH

Reaching Enrollment Goals Through the Use of Social Media, Austin, TX, Summer 2014

- Examined best practices for Admissions and Enrollment Management to utilize in the recruitment of Millennial and Pluralist Generation students

Faith and Spirituality at the University of Mary Hardin-Baylor, Austin, TX, Spring 2014

- Explored the practices of faith and spirituality for students and staff at the University of Mary Hardin-Baylor

The Scandal Behind Unpaid Internships, Austin, TX, Fall 2013

- Research conducted on the history of internships, the legalities employers encounter in hiring unpaid interns, and the governmental action overseen for unpaid interns

The Organizational Behavior of Concordia University, Austin, TX, Fall 2013

- Collaborated with the research team in interviewing Tammy Stewart, Vice Provost & Director of Remote Operations at Concordia University, to learn about the university's four organizational frames: Structural, Human Resource, Political, and Symbolic

The Effect of Institutional Programming on Career Preparation and Institutional Satisfaction in the Academic Career of the Adult Learner – St. Edward's University, Austin, TX Summer 2013

- Participant in a small social research team accountable for developing quantitative research to uncover the benefits of adult programming initiatives at various universities in Texas.

Adult Student Concierge Program – St. Edward's University, Austin, TX, Summer 2013

- Member of the small research team in collaboration with St. Edward's University to design an innovative program for nontraditional students enrolled in the New College Program. The research aimed to learn how to integrate institutional and co-curricular programs for a diverse student population.

Student Mentoring through the Office of Student Life – St. Edward's University, Austin, TX, Spring 2013

- Member of a small research team responsible for examining opportunities for mentoring hosted by Student Life's Recognized Organization Council and their relationship with student organization leaders. Focus groups and extensive research were conducted with members of the Recognized Organizational Council.

Advisor to Advisor: Incorporating Development Advising Techniques within Diverse Populations, Spring 2013

- Discussed the importance of advising students through developmental advising methods