

# ANDREA LUKE

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## EXECUTIVE SUMMARY

With over 15 years of experience in sales and marketing strategy, operations management, and organizational effectiveness, I work to leverage individual strengths of team members to anticipate and respond to changing stakeholder needs and exceed organizational goals.

## PROFESIONAL EXPERIENCE

KANSAS STATE UNIVERSITY, STALEY SCHOOL OF LEADERSHIP STUDIES, Manhattan, Kansas

### **Program/Project Manager, August 2018 to Present**

- Direct operations for the School through development and administration of policies and procedures that align with university guidelines and state and federal regulations
- Serve as the School's liaison to the Administrative Support Center – manage unit-level human capital and financial functions and budget strategy
- Oversee fund development strategies through annual development planning, relationship building, donor visit coordination, collaboration with the K-State Foundation, and proposal writing
- Serve as building manager by working closely with Division of Facilities and third-party vendors for building's capital improvement projects requiring solicitation of bids and negotiating contracts
- Plan and implement school-sponsored events including annual Spirit of Leadership engaging nearly 5,000 Leadership Studies' alumni, donors, and friends

#### Achievements:

- Developed and implemented program budgets to provide coordinators with authority, autonomy, and guidelines to manage their respective programs
- Transitioned 20 full-time faculty and staff and 90+ student employees to an electric time and leave system requiring policy development, training, tracking, and supervisory support
- Led key staff through planning sessions to develop a comprehensive fund development plan and calendar for FY2019 and FY2020 – raised \$300,000 through execution of plan in 18 months

WESLEY WILLOWS, Rockford, Illinois, September 2009 to July 2018

### **Marketing Director and Sales Manager, December 2011 to July 2018**

- Directed sales and marketing efforts for all lifestyle options on a 645 unit continuing care retirement community including management of a \$500,000-\$700,000 annual budget and leadership, training, and development of our professional sales and marketing team
- Developed strategic marketing plans and executed marketing efforts to foster sales and organizational expansion including direct mail development, event planning and execution, media relations, referral based marketing, collateral development, and team-building activities
- Cultivated and qualified prospective residents through discovery, relationship building, and providing solutions to each individual's needs, helping them make the decision to make Wesley Willows their home
- Reviewed resident applications and proposed contract variation based on individual circumstances for CEO approval
- Coordinated directly between future residents and construction contractors to assure smooth, enjoyable building experiences for residents
- Managed website updates, blog posts, and social media accounts
- Coordinated with fund development and healthcare leadership to create and execute key community relations strategies including outreach to local hospitals, churches, financial institutions, and other influencing organizations

#### Achievements:

- Attained team sales goals between 52 and 86 move-ins each fiscal year and subsequent activity goals (calls, appointments, new inquiries, etc.)
- Directed the marketing, sales, and development of 120 new independent living units on campus while maintaining census over a 5 year period
- Led project with creative agency to develop and launch new website in July 2017, creating a greater digital presence to optimize search engine results and community relations

WESLEY WILLOWS continued

**Director of Resident Life**, May 2010 to December 2011

- Directed programming, budgeting, and staffing for resident life, wellness, and transportation departments
- Facilitated changes in level of care for residents through person-centered care and coordination with residents, families, and internal departments
- Created positive transitions for new residents by working closely with marketing staff and conducting comprehensive orientations with timely follow-up

**Administrative Assistant to the Campus Administrator**, September 2009 to June 2010

- Assisted campus administrator in projects with large scope including accounting of residents' personal fund accounts, developing marketing materials, oversight of regulatory compliance, etc.
- Managed guest services and transportation departments and created new efficiencies and processes to serve residents' individual needs

Achievement:

- Played a key role in achieving CARF-CCAC and EAGLE accreditations learning standards, organizing documentation, and creating a welcoming environment for the surveyors' visit

TRILLIUM STAFFING SOLUTIONS, Moline, Illinois, March 2007 to August 2009

**Branch Manager and Contract Recruiter**, March 2007 to August 2009

- Ensured proper adherence to human resource policies and procedures for all in-house and field employees
- Oversaw profit and loss detail at the local level including cost analysis and creation of annual budgets
- Sourced qualified candidates for positions ranging from entry level to highly skilled professional
- Oversaw direction of the branch by evaluating business opportunities through effective meeting planning and fulfilling clients needs while providing excellent customer service to outside clients and employees

Achievement:

- Grew *ProSource* division revenue from \$0 to \$22,000 per month in less than six months' time

CAREERBUILDER.COM, Chicago, Illinois

**Account Manager**, June 2006 to March 2007

- Utilized consultative sales methods to sell CareerBuilder.com job postings and resume database access to prospective clients by demonstrating how uniquely created solutions will meet each client's individual needs
- Generated revenue by exceeding sales goals all months of employment

Achievements:

- CareerBuilder Team Captain Award: August 06, November 06, December 06, January 07 and February 07
- Ranked within the Top Ten CareerBuilder Account Managers (out of 135) October through January

**EDUCATION**

KANSAS STATE UNIVERSITY, Manhattan, Kansas

**Masters of Business Administration**, currently enrolled, expected graduation: Spring 2023

ILLINOIS WESLEYAN UNIVERSITY, Bloomington, Illinois

**Bachelor of Arts, Business Administration, Cum Laude**: April 2006

- Marketing and management concentrations and sociology minor

LEADING AGE ILLINOIS

**Leadership Academy Fellow**: 2016-2017

NORTHERN ILLINOIS CENTER for NONPROFIT EXCELLENCE

**Nonprofit Management: Marketing and Communications Course**: 2013

CONTINUING EDUCATION INSTITUTE OF ILLINOIS

**Multi-Disciplinary Certificate in Geriatrics for Non-Physicians**: 2012

HR CERTIFICATION INSTITUTE

**Professional in Human Resources (PHR) Certification**: 2009-2012

## **COMPUTER SKILLS**

- K-State Systems: KSIS, Qualtrics, ONE database
- CRM Systems: MatrixCare Marketing, Sherpa, Pivotal
- Microsoft Office Applications: Word, Excel, PowerPoint, Publisher, and Outlook
- Design Software: QuarkXpress, Adobe Photoshop, and Adobe Illustrator (beginner level of each)

## **HONORS AND LEADERSHIP ACTIVITIES**

- Volunteer through HandsOn Kansas State – Mobile Food Distributions, MLK Day of Service
- Committee Chair to develop and implement Wesley Willows Mentorship Program
- Red Shoe Run Organizer for Wesley Willows Employee Engagement
- Habitat For Humanity Volunteer
- Junior High Volleyball Coach, Eagle Ridge Middle School
- Mentor Participant in the CareerBuilder Mentorship Program
- State Farm Women’s History Month Panelist
- Light the Night Walk Team Leader, Leukemia and Lymphoma Society