

# Alison Koning, MSM

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## Education

### **BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION | 2013** **MOUNT IDA COLLEGE, NEWTON, MASSACHUSETTS**

- Major: Sports Management
- Concentration: Marketing & Communications
- Graduated Cum Laude
- Member of Sigma Beta Delta, International Honors Society in Business
- Jacqueline Palmer Award for Leadership, Inaugural Recipient
- Division III Women's Lacrosse and Soccer student-athlete
- Member of S.A.A.C (Student-Athlete Advisory Committee)

### **MASTER OF SCIENCE IN MANAGEMENT | 2014** **MOUNT IDA COLLEGE, NEWTON, MASSACHUSETTS**

- Concentration in Sports Leadership
- Graduate Resident Assistant (GRA)
- Graduate Assistant in the School of Business (GA)
- Division III Women's Lacrosse, Captain

## Experience

### **ASSOCIATE DIRECTOR OF ADMISSION | JULY 2022 – PRESENT** **ASSUMPTION UNIVERSITY, MASSCHUSETTS**

- Territory Manager for New Hampshire, Vermont, Maine & 41 other states across the country.
- Conduct Group Information Sessions & Interviews for prospective students.
- Head Athletic liaison for 26 NCAA Division II athletic programs.
- Past Liaison Roles: Social Media & Marketing and Alumni.
- Assist with the onboarding of new enrollment staff, including updating training manuals.
- Conduct thorough data analysis of assigned territories.
- Utilized the CRM Technolutions Slate, Colleague & ARMS.

### **ASSISTANT DIRECTOR OF ADMISSION | SEPTEMBER 2021 – JUNE 2022** **ASSUMPTION UNIVERSITY, MASSACHUSETTS**

- Territory Manager for the City of Worcester (MA), Auburn (MA), Shrewsbury (MA), New Hampshire, Maine & Vermont. Armchair Recruitment: Alaska, Colorado, Idaho, Utah, Washington & Wyoming.
- Conduct Group Information Sessions & Interviews for prospective students.
- Head Athletic liaison for 26 NCAA Division II athletic programs.
- Mentor to an Undergraduate Admissions Counselor.
- Served as part of the hiring process for athletic head coaches, participated in candidate evaluations.
- Lead, Hound Academy, Campus Relationship Management & Product Knowledge.
- Created ancillary responsibility snapshots showing yearly progress.
- Developed a comprehensive territory analysis to assess territory performance.
- Utilized the CRM Technolutions Slate, Colleague & ARMS.

### **UNDERGRADAUTE ADMISSION COUNSELOR | JUNE 2018 – SEPTEMBER 2021** **ASSUMPTION UNIVERSITY, MASSACHUSETTS**

- Territory Manager for Middlesex County (MA), California and Florida.

- Conduct Group Information Sessions for prospective students and their families.
- Conduct admission interviews with prospective students.
- Head Athletic liaison for 24 NCAA Division II athletic programs.
- Conduct early reads for Women's Soccer, Football and Track & Field/Cross Country.
- Attended meetings and maintained the college calendar as the Marketing Liaison.
- Presenter during NEACAC virtual Annual Meeting Conference (2020).
- Utilized the CRM Technolutions Slate, Colleague & ARMS.

## **ASSISTANT DIRECTOR OF ADMISSION FOR ATHLETIC RECRUITMENT | SEPTEMBER 2017 – MAY 2018**

### **MOUNT IDA COLLEGE, MASSACHUSETTS**

- Oversee the Athletic Recruitment of 16 NCAA Division III sports.
- Act as a liaison between admissions and athletics as well as financial aid, registrar, and academic advisers.
- Plan and execute athletic related recruitment events (ex: Recruit Days and Athletics Open House)
- Interact with prospective students and parents daily via phone, text, and e-mail.
- Actively review prospective student applications and sat on the Admissions Committee Review Board for first-year, transfer, and international students.
- Collaborate with Head Coaches and created recruitment plans for each athletic program.
- Facilitated financial aid conversations and counseling students on FAFSA and other financial aid related topics.
- Utilize SIS system PowerCampus.

## **ASSISTANT TO THE ATHLETIC DIRECTOR | JULY 2015 – SEPTEMBER 2017**

### **MOUNT IDA COLLEGE, MASSACHUSETTS**

- NCAA Ethnic, Minority and Women's Internship grant recipient.
- Assist the Executive Director of Athletics with day-to-day operations.
- Managed work-study students as a Contest Manager at home contests and in the office.
- Co-advise the Student-Athlete Advisory Committee (S.A.A.C).
- Plan and execute Athletic Department events (Athletic Awards Night, Open House).
- Complete all purchasing requests for the Athletic Department.
- Track all NCAA compliance paperwork for student-athletes.
- First year seminar instructor (Fall 2016).

## **ASSISTANT WOMEN'S LACROSSE COACH | FEBRUARY 2015 – SEPTEMBER 2017**

### **MOUNT IDA COLLEGE, MASSACHUSETTS**

- Assist the Head Coach in daily practice planning.
- Review and breakdown game film to review with players.
- Scout other teams and assess strengths and weaknesses of those teams.
- Manage the social media account for the team.
- Site representative for the NCAA Division III Women's Lacrosse Championship preliminary rounds at Middlebury College.

## **CONTEST MANAGER | SEPTEMBER 2014 – JUNE 2022MAY 2015**

### **MOUNT IDA COLLEGE, MASSACHUSETTS**

- Game day set up and break down of NCAA Division III varsity sports.
- Oversaw and delegated tasks to work study students.
- Monitored spectator behavior and intervene when necessary.
- Liaison for all officials by bringing them to locker rooms and signing paperwork.
- Complied with all NCAA Division III rules for multiple sports.

## Presentations & Conferences

*"Navigating a Changing Landscape: Moving Your Career Forward in Higher Education"* New England Association for College Admission Counselors (NEACAC) Annual Meeting & Conference, June 12, 2020.

**NCAA Convention** | Nashville (2017) & San Antonio (2016)

**NCAA Emerging Leaders Seminar** | Indianapolis (2016)

**LeadHERship Symposium** | Connecticut (2016)

**NACWAA Convention** | Saint Louis (2016) & Tampa (2015)

## Internships

**Sports Intern | May 2012 – August 2012**

**Special Olympics of Massachusetts**

- Assisted in the planning and execution of both large and small-scale events including the Sailing Regatta, August Tournament, and Summer Games Olympic Town.
- Executed a superhero themed dance for over 800 athletes during the August Tournament.
- Supervised and assisted with tasks associated with Bocce at August Tournament.
- Communicated and confirmed vendors and entertainment for Olympic Town.
- Organized a list of donations and donors for Olympic Town.
- Provided a story about the Softball Assessment Rounds that was published on the organizations Facebook page.

**Marketing Intern | January 2012 – May 2013**

**FC Bolts Celtic**

- Researched media avenues to promote the club and created a media guide list.
- Created a strategic Marketing Plan for the club.
- Assisted in the coaching of soccer youth ranging in ages five to nine at clinics.
- Coached and taught developmental drills as well as supervised all players for safety.
- In the impromptu absence of a coach, facilitated clinics.
- Set up home contests for all 8 v 8 and 11 v 11 games.