

STEVE SILVERTHORN
Andover, MA
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EDUCATION

Colgate University, Hamilton, NY

Bachelor of Arts: Political Science (major), Environmental Geography (minor); 2005

EXPERIENCE

Austin Preparatory School Reading, MA, *Director of Admissions*: Nov. 2018-Present

Assistant Director of Admissions: Sept. 2017- Nov. 2018

- Exceeded budgeted goal for enrollment in first year as Director of Admissions
- Increased Open House attendance by 66% compared to last year and increased overall admission events attendance
- Created and implemented Parent Ambassador Program which has helped curb attrition and increase enrollment
- Enhanced Student Ambassador Program which helped curb attrition, increase enrollment and create a stronger student community
- Updated marketing and advertising strategies to fit current trends
- Work with C.F.O. and Assistant Headmaster on administration of academic merit aid and tuition assistance
- Work with Director of Communications to update prospective family outreach plan
- Oversee International Student Program including recruitment of new students and retention of current students
- Generate and present admissions and enrollment reports to the Headmaster

Catholic Schools Office, *Enrollment Management Consultant*; Reading, MA: Sept. 2019 – Present

- Assist two Catholic elementary schools revise their enrollment and marketing plans. Including: recruitment of new families, retention of current families, updating social media campaigns and admissions materials

Austin Preparatory School, *Asst. Boys Varsity Hockey Coach*; Reading, MA: Sept. 2017- Present

- Oversee defense, penalty kill, second power play and goaltenders
- Designed and implemented defensive zone
- Planned and ran practices
- Analyzed, edited, and presented game video during team meetings
- Presented pre-scout of upcoming opponents

Bentley University, *Division I Assistant Hockey Coach*; Waltham, MA; Sept. 2015–Jun. 2017

- Identified student athletes, cultivated relationships and sold the value of Bentley University
- Worked directly with admissions to ensure prospective student athletes met admissions standards and provided guidance throughout the process
- Assisted with NCAA rules compliancy in regards to recruiting, visits, and academic eligibility
- Dealt directly with alumni at fundraising events to encourage support of the program
- Developed recruiting system to track prospective student athletes
- Guest speaker at various forums for prospective collegiate athletes regarding the college recruitment and admissions processes

Silverthorn Goalie Academy, *Owner*, Andover, MA; Jul. 2016-Present

- Build strong relationships with clients and families to ensure their individuals goals are met
- Give educational presentation annually at goalie conference attended by high level industry professionals
- Responsible for sales, hiring and scheduling of staff
- Increased sales by 80% from 2016 to 2018

Stop It Goaltending, *Managing Director*; Middleton, MA; Jul 2013–Sep 2015

- Responsible for new client identification and retention
- Grew business to 95% capacity
- Managed operation of rink including, ice sale and lesson sales, hiring and scheduling staff and budget oversight
- Directed Relationship and Direct marketing strategies
- Worked directly with top local organizations selecting and evaluating goalies and players

Professional Hockey Player, *AHL, ECHL, DEL2 (Germany)*; 2005-2013

Colgate University, *Division 1 Hockey Player*; 2001-2005

SKILLS

Computer: Veracross, Adobe Acrobat, Microsoft Word, Excel, PowerPoint, and Outlook