



# MASON WILSON

Retention Coordinator

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## PROFESSIONAL SUMMARY

Dynamic Retention Coordinator with 7 years of experience dedicated to enhancing student engagement and retention. Skilled in developing strategic initiatives and utilizing data analytics to drive improvements. Proven ability to collaborate across departments to implement effective retention practices that foster a supportive learning environment.

## WORK EXPERIENCE

### Retention Coordinator

📅 Mar / 2020-Ongoing

Seaside Innovations

📍 Santa Monica, CA

1. Designed and executed a university-wide retention strategy, resulting in a significant decrease in student attrition.
2. Collaborated with faculty and staff to create a cohesive retention committee that enforced best practices.
3. Launched the Early Alert Initiative to proactively identify and assist at-risk students.
4. Supported faculty in developing strategies to enhance classroom success and student engagement.
5. Revised institutional policies to align with retention goals and improve overall performance.
6. Implemented policy modifications to the Satisfactory Academic Progress Scale, enhancing student clarity.
7. Authored an advising guide for new instructors to streamline student support processes.

### Retention Coordinator

📅 Mar / 2018-Mar / 2020

Cactus Creek Solutions

📍 Phoenix, AZ

1. Established a member retention system that improved engagement across all YMCA locations.
2. Provided exceptional customer service, addressing inquiries regarding services and account management.
3. Managed collections and facilitated payments while maintaining strong customer relations.
4. Supervised the undergraduate peer-counseling project targeting Latino/a student retention.
5. Oversaw staff training and development to cultivate leadership within the counseling project.
6. Conducted evaluations to ensure program alignment with student leadership objectives and budget.

## EDUCATION

### Master of Education in Higher Education

📅 Mar / 2016 - Mar / 2018

University of Michigan

📍 Portland, OR

Focused on strategies to enhance student retention and success in higher education.

## SKILLS

### Relationship Building



### Retention Strategy Development



### Retention Metrics



### Onboarding Processes



### Salesforce Proficiency



### Analytical Thinking



## INTERESTS

🎮 Gaming

👜 Fashion

🎬 Film

💻 Technology

## STRENGTHS

⚖️ Fairness

↔️ Flexibility

➔ Forward-thinking

❤️ Gratitude

## LANGUAGES



English



Dutch



Russian

## ACHIEVEMENTS

🌟 Increased student retention rates by 15% through the implementation of targeted support programs.

🌟 Spearheaded the Early Alert Initiative, reducing at-risk student attrition by 20%.

🌟 Developed a comprehensive advising manual that improved faculty engagement in student success efforts.