

Zachary Maggio, PhD

Enrollment Strategy & Marketing Leader

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Strategic enrollment management leader with nearly two decades of experience at Yale University and New York University. Deep expertise in enrollment marketing, multi-channel communications, and data-driven campaign strategy as core components of a full enrollment portfolio. Directs agency partnerships and in-house teams across SEO/SEM, paid social, behavioral retargeting, and CRM-driven nurture campaigns. Develops value propositions and content strategy that differentiate institutional offerings in competitive markets. Skilled at deploying marketing analytics to optimize funnel conversion and ROI, and at leading cross-functional teams to measurable results.

PROFESSIONAL EXPERIENCE

Senior Associate Dean of Enrollment, Engagement & Student Success

Oct 2024 – Present

Yale University *School of Nursing*

- Lead integrated digital enrollment marketing strategy, managing vendor partnerships and in-house teams to optimize multi-channel campaign performance, lead generation, and value proposition positioning across paid, earned, and owned channels.
- Serve on the Dean's senior leadership team, shaping market positioning, value proposition messaging, and communications strategy aligned with institutional growth and revenue objectives.
- Lead a cross-functional enrollment unit spanning enrollment marketing, admissions and recruitment operations, financial aid, registrar, and student life—fostering a culture of data accountability, creative excellence, and continuous quality assurance and process improvement.
- Architect and execute multi-channel marketing and yield campaigns—SEO/SEM, paid social, email nurture, and behavioral retargeting—driving a 32% increase in applications and a 69% expansion of the size of matriculating cohorts since 2022.
- Deploy predictive analytics and audience segmentation models to optimize a \$4.7M scholarship budget, using price sensitivity analysis and behavioral data to inform targeting and conversion strategies.
- Build and maintain real-time marketing dashboards and KPI frameworks—tracking cost-per-lead, conversion rates, funnel velocity, and campaign ROI—enabling data-driven budget allocation and agile campaign management.
- Direct digital recruitment marketing strategy, managing agency relationships and campaign creative to optimize applicant conversion and top-of-funnel volume across search, social, display, and email channels.

Associate Dean of Enrollment Management

Sep 2022 – Oct 2024

Yale University *School of Nursing*

- Reported directly to the Dean; led the Enrollment Management unit—admissions, enrollment marketing, financial aid, and the Registrar's Office—with full accountability for audience growth, funnel performance, and net tuition revenue.
- Designed and executed data-informed enrollment marketing, admissions, and financial aid strategies that produced record application volume, a 6.1% improvement in yield, and the school's largest-ever entering classes through targeted segmentation, A/B-tested messaging, and conversion-focused funnel optimization.
- Scaled net tuition revenue to record levels by building multi-channel marketing pipelines across degree programs, optimizing audience targeting and messaging to sustain competitive conversion rates.
- Managed financial aid budget using predictive modeling and behavioral analytics to assess student price sensitivity, forecast conversion behavior, and optimize marketing spend allocation.
- Led end-to-end reconfiguration of the Slate CRM marketing technology stack—building automated nurture workflows, lead scoring models, behavioral segmentation, and real-time conversion analytics.
- Oversaw adoption and integration of NursingCAS as a centralized application platform, developing a custom API to ensure seamless data transfer across the CRM, CAS system, and institutional SIS.

Associate Dean of Enrollment Management

Feb 2018 – Sep 2022

New York University *School of Global Public Health*

- Built and executed a comprehensive enrollment strategy—recruitment marketing, value proposition positioning, digital campaigns, and CRM-driven nurture programs—that drove 240% enrollment growth from 2015–2021, reaching the 84th percentile nationally within five years of launch.
- Grew annual net tuition revenue to over \$27M through strategic marketing-driven enrollment growth, audience optimization, and disciplined budget management across multiple graduate degree programs.
- Managed a \$6.5M annual budget, deploying predictive models and behavioral segmentation to optimize audience targeting, conversion strategy, and marketing ROI.
- Led implementation of the Slate CRM platform as a full marketing automation system—prospect tracking, automated communications workflows, and source attribution analytics to refine marketing investment and channel mix.
- Developed real-time marketing dashboards monitoring campaign KPIs, integrated with the school's financial plan to model revenue scenarios and manage proactively to annual goals.
- Directed digital marketing strategy with agency partners—Google SEM, paid social, and behavioral retargeting—achieving year-over-year improvements in cost-per-lead, click-through rates, and applicant conversion.
- Served on the senior leadership team, contributing to market analysis, competitive positioning, program value proposition development, and revenue forecasting.

Assistant Dean of Admissions and Enrollment

Nov 2014 – Feb 2018

New York University *School of Global Public Health*

- Provided strategic leadership for admissions, enrollment marketing, and communications operations across multiple graduate programs, driving audience growth through data-informed campaign strategy and targeted messaging.
- Directed development of value proposition messaging and communications frameworks for new and legacy programs, building positioning strategies that differentiated offerings in a competitive market.
- Shaped the school's market positioning and led enrollment marketing strategy—value proposition development, strategic communications, and multi-channel campaigns—to build top-of-funnel awareness and drive qualified prospect conversion.
- Designed and executed multi-channel marketing campaigns—segmented audience development, predictive lead scoring, and conversion-focused email communications—to improve funnel velocity and yield.
- Built and led a high-performing admissions and marketing team, establishing operational standards and training programs that drove consistent campaign execution and year-over-year growth.

Director of Admissions | Director of Administration

Jun 2006 – Nov 2014

New York University *Global Institute of Public Health*

- Directed admissions, enrollment marketing, and communications operations for NYU's Master of Public Health program, with responsibility for campaign strategy, audience pipeline development, and enrollment goal attainment.
- Led development and execution of integrated recruitment marketing strategies—copywriting, creative direction, and multichannel campaign management—to build program awareness and drive qualified applicant volume.
- Oversaw content strategy, UX, and digital presence for the program's website and social media channels, building program identity and crafting messaging that communicated the program's value proposition to target audiences.

EDUCATION & SKILLS

PhD in Higher Education

New York University · 2018

MSc Philosophy & Public Policy

London School of Economics · 2015

BA in English Literature

UC Berkeley · 2001

MARKETING TECHNOLOGY & CRM

Slate CRM (automation, lead scoring, nurture) · Banner SIS · PeopleSoft · Liaison CAS · NursingCAS · AMCAS · ApplyYourself

DIGITAL MARKETING & COMMUNICATIONS

SEO/SEM · Paid social & retargeting · Google Ads · Content strategy & copywriting · Value proposition development · Funnel optimization · Email marketing

ANALYTICS & DATA

Tableau · Power BI · Google Analytics · Jaspersoft · Excel (advanced) · Predictive modeling · Attribution & ROI analysis

LEADERSHIP & PRODUCTIVITY

Agency & vendor management · Cross-functional leadership · Budget management · FERPA · Microsoft 365 · Adobe Creative Suite · HTML/CSS · Web content development