

summary of resume  
**Annie Hasselgren**

Easton, MD

Work experience includes ten years in small elementary independent schools.

Consultant for Portland (OR) Waldorf School and freelance writing for APG Media 2023 – 2024

Driving (remotely) all enrollment management strategy and mentoring two admissions associates, the marketing associate, and the development associate. Visits the school a few times for major events.

Director of Enrollment Management, The Country School (MD) 2017 – 2023

Key member of senior leadership team reporting to Head and Board; primary ambassador for school; managed all aspects of admission process, including community outreach, parent networking, and financial aid (c. 1M budget); collaborated with Advancement on messaging and gift solicitations; planned and directed all summer camp offerings; served on Diversity, Equity and Inclusion committee.

Director of Community Outreach, The Country School (MD) 2015 – 2017

Identified opportunities to interest families in four-county catchment area, developed strategic relationships with local organizations, broadened school's social media outreach, assured media placements, recruited passionate word-of-mouth school ambassadors.

Owner, Cue Communications (Chicago, IL) 2009-2014

Marketing Consulting firm specialized in enhancing clients' images, market strategies and messaging, including writing and obtaining PR placements, brochures, ads, websites; planning and executing events; cultivating media relationships.

Director of PR and Communications, Empower Systems (Chicago, IL) 2004-2009

Helped an IT Healthcare startup establish itself in the greater Chicago marketplace.

**Education**

BA in Print Journalism, University of Missouri-Columbia

M Ed in School Leadership, University of Wilmington (DE)

2023-2024 – NAIS (National Association of Independent Schools) Aspiring Heads Fellow

2022-2023 – AIMS (Association of Independent Maryland Schools) Emerging Leaders

**Sample insights gathered from Search Committee research**

Annie is used to being the face of the school-an excellent ambassador, articulate, authentic, and polished. Among her strengths is her ability to communicate with all types of people. She is very good at creating new concepts and initiatives and bringing those to fruition. When running all of her school's summer programs, she included faculty in the planning and created enthusiasm. She takes pride in her work, works hard, and pitches in where needed. She projects a quiet authority, builds trust, handles conflict well, drives consensus, and is resilient. She is passionate about education, small school environments for children, and the outdoors.

**Personal Statement (complete) and expression of interest (excerpts)**

My core beliefs around education have been honed from my own frustrations with my school experience as a child; my challenges as a parent to find what we want for our own children; as a school administrator; and as an M.Ed. student in the recent past. I believe that all human beings learn best by doing and that the “sage on the stage” model underestimates the capacity of children to try, fail, reevaluate, and learn from their efforts. I appreciate independent education for its belief in deepening students’ emotional intelligence through social-emotional learning, as this is a critical component to basic development, as well as indispensable for future work skills as graduates navigate higher education and beyond. It is incumbent upon us as educators to ensure that curiosity is rewarded, not stifled, and that every child feels truly seen and valued.

The opportunity at Riley would allow me to apply my creativity and passion for furthering the mission of a stellar independent school which prioritizes progressive education, student growth, and strong community. Although working in schools was not part of my initial career plan, I am grateful every day for this unexpected path I happened upon. I have found such joy in watching our students make strides academically, socially, emotionally, and developmentally – and getting to know their families along the way.