

WALL COLLEGE OF BUSINESS × QUINNcia

Where ability meets opportunity.

How Coastal Carolina embedded career readiness in the curriculum and watched engagement compound for 2,500+ business students.

Career development used to sit outside the degree. Only the most proactive students showed up. So the Wall College made it **required** and Quinncia became part of every business student’s 100-level class, delivering resume analysis, mock interviews, and LinkedIn review on demand. Three years in, the numbers tell the story.

2,500+ ~100% 7/10

BUSINESS STUDENTS

Using Quinncia in the classroom — every cohort, every term.

ENGAGEMENT

In career-readiness activities, tracked through platform usage.

TOP RESUME SKILLS

Align with NACE career-readiness competencies.

What we changed.

Three on-demand workflows, embedded in the required 100-level course — so feedback reaches every student, not only the ones who walk into the career center.

01

Resume analysis

Automated, scored feedback on every resume — in about 30 seconds, repeated until students hit the bar.

02

Mock interviews

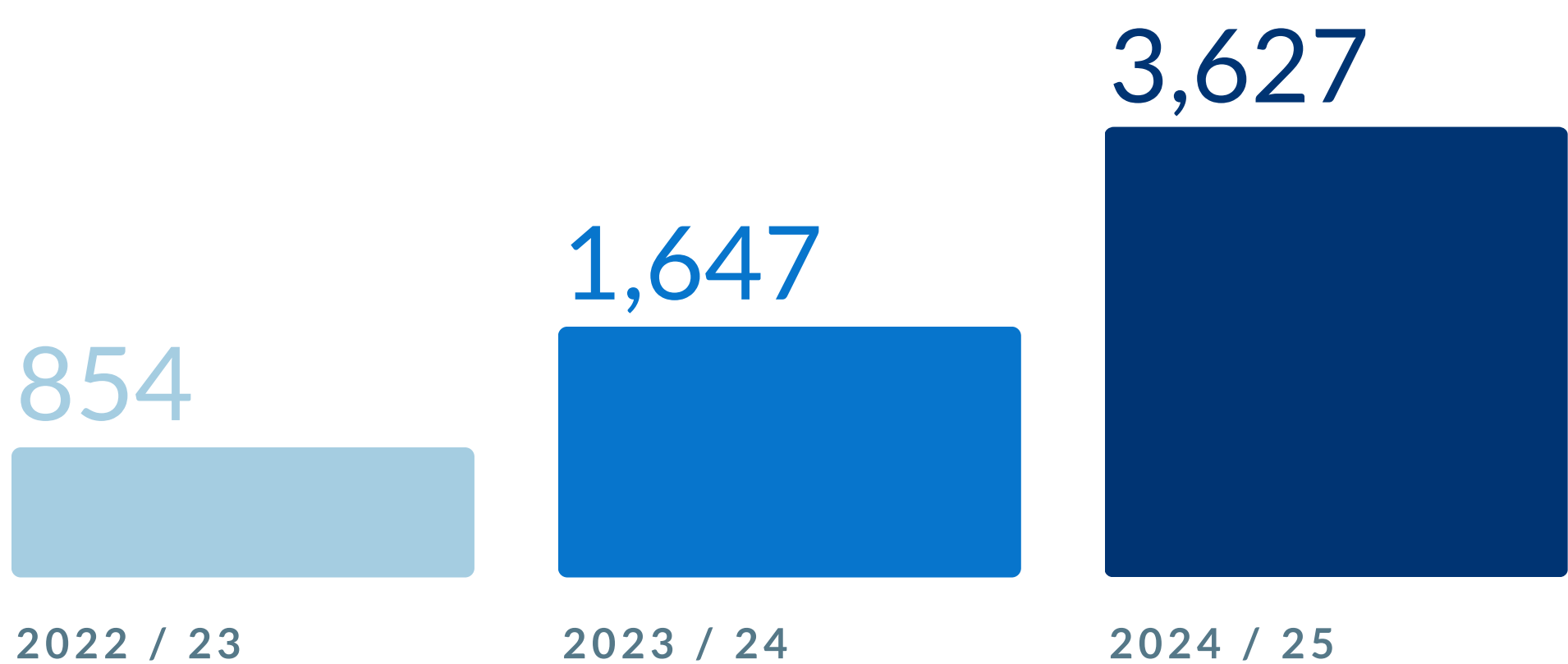
On-demand AI practice, 24/7 — students rehearse and refine articulation as often as they like.

03

LinkedIn review

Profile critique tied to the same career-readiness benchmark, so the story is consistent end-to-end.

Resume volume, three years in.



RESUMES UPLOADED TO QUINNcia

Quadrupled in three years. Every business student is now uploading, reviewing, and revising inside the curriculum, and the compounding shows up in skills and scores, not just volume.

THE RESULTS

Career readiness, compounded.

Embedding Quinnncia in the curriculum freed advisors for high-touch coaching, sharpened how students articulate their skills, and aligned the cohort with NACE competencies.

853 hours

ADVISING HOURS RECLAIMED

Up from 260 in 2022/23. Quinnncia handles the first-pass review, so the six-person career team can **focus on high-touch coaching**.

+325%

RESUMES REVIEWED

3,627 resumes uploaded in 2024/25 vs. 854 in 2022/23 — a fourfold lift driven by curriculum integration.

2.2x

MORE SKILLS PER RESUME

Average essential and technical skills articulated per resume more than doubled because students **quantify and contextualise** their experience.

7/10

NACE-ALIGNED SKILLS

Of the top ten skills students list on their resumes, seven are NACE career-readiness competencies by design, not by accident.

Why career centers trust Quinnncia.

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Florida State University’s partnership with Quinnncia provides students cutting-edge technology that prepares them for post-graduation success. Feedback from my team and students declare this product a “game-changer” for employment preparation.

FLORIDA STATE UNIVERSITY

“

Quinnncia has increased visits to our communication center. Students come better prepared to work on their resumes, which has **improved one-on-one coaching** and student satisfaction.

UNIVERSITY OF TEXAS — DALLAS

LET’S TALK

Bring Quinnncia to your career center.

Reach out to our partnership managers to explore a pilot.



Matthew Hurley

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