

## Profile

As a creative, passionate educator, leader and learner, I strive to work with others in building positive organizations. With over 15 years of professional experience in increasingly high-level positions, I draw upon a highly diverse blend of skills in helping communities grow and thrive.

*Leadership*  
*Strategic communications*  
*Public relations*  
*Marketing & branding*  
*Research*  
*Instruction & mentoring*  
*ICT & design*

## Professional Experience

**2018 Director of Communications**

**2014 NIST International School: Bangkok, Thailand**

- ❖ Collaborated with school board & leadership in establishing a school-wide strategic plan, including a focus on reputation development
- ❖ Directed all school marketing, communications, public relations, alumni affairs & web development
- ❖ Initiated an identity-based approach to building the school's brand, reducing costs while exceeding benchmarks in a highly saturated market
- ❖ Coordinated rebranding process, leading to a net promoter score of 52, 91.4% parent satisfaction & a strong external reputation
- ❖ Analyzed & redesigned print and online communications platforms, including school website, increasing organic traffic by 125.8%
- ❖ Developed school's social media presence, dramatically growing followers & establishing average engagement rate of 2.2%

**2013 Vice Head of School & Director of Marketing**

**2008 Wells International School: Bangkok, Thailand**

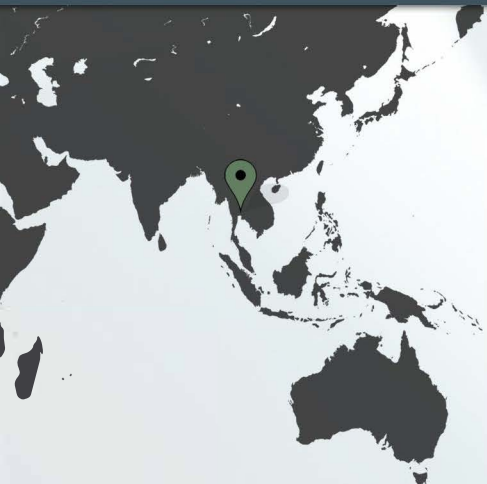
- ❖ Coordinated with school leadership team in daily operation of school
- ❖ Oversaw hiring, training, curriculum development and teacher assessment
- ❖ Directed marketing efforts, leading to an increasingly recognized brand & an enrollment increase of over 100% in a 3-year span
- ❖ Conducted market research to guide school in creation of short-term & long-term strategic plans
- ❖ Managed & enhanced school public relations & communications

**2008 Director**  
English Village in Ansan  
Ansan, South Korea

**2007 Head Teacher**  
Herald School  
Ansan, South Korea

**2005 Department Head**  
Barnes & Noble  
La Crosse, WI

## Contact Information



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# Jared Kuruzovich



**Certificate in Leadership**  
International Baccalaureate  
2017

**M.B.A.**  
Webster University  
2013

**M.Ed. in Int. Teaching**  
Framingham State University  
2010

**B.A. in English**  
University of Wisconsin  
- La Crosse  
2003



## Knowledge Base & Capabilities



Experienced leader, able to draw upon both organizational theory & best practices in working toward a shared vision



Capable strategist with experience in cultivating relationships with global partners, including Chelsea FC, PwC, UNDP, UNHCR & IB



Trained international educator with a strong background in teaching, literacy, curriculum design & leadership



Superb communicator with extensive experience in crisis situations & the ability to adapt to multiple audiences & cultures



Meticulous, flexible writer & researcher, skilled in analyzing data & incorporating both qualitative & quantitative methodologies



Expert technology user, comfortable with basic HTML & CSS, front-end development, graphic design & database management

## ICT Masteries



Google Drive



WORDPRESS



Rubicon Atlas



Office



Google Analytics



SPSS  
Real Stats. Real Easy.™



VERACROSS  
SCHOOL INFORMATION MANAGEMENT



Keynote

## Key Professional Development (Previous 5 Years)

### **EARCOS Leadership Conference (Attendee & Presenter)**

2017 October 26-28

Venue: Shangri-La Hotel, Bangkok

### **IB Leadership Series**

2017 January - November

Venue: NIST International School, Bangkok

### **Alliance for International Education Global Conference**

2016 February 26-28

Venue: NIST International School, Bangkok

### **CASE Asia-Pacific Advancement Conference (Attendee & Roundtable Leader)**

2015 April 14-17

Venue: Marina Sands Bay Hotel, Singapore

### **Website Design & Development: Tips & Resources for SMEs**

2013 October 9

Host & Venue: American Chamber of Commerce - Rembrandt Hotel, Bangkok

### **EARCOS Teachers' Conference**

2013 March 27-30

Venue: Concordia International School, Shanghai

## References

### **Brett Penny: Head of School**

NIST International School  
Relationship: Supervisor  
Bangkok, Thailand  
+66 (0)2 017 5888  
bpenny@nist.ac.th

### **Tosca Killoran: Director**

Level 5 (International Schools Services)  
Relationship: Colleague  
Shenzhen, China  
tkilloran@iss.edu

### **Ray de la Peña: Head of School**

Wells International School  
Relationship: Supervisor  
Bangkok, Thailand  
+66 (0)2 730 3366  
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### **Janet Knoeppel: Owner**

JanSue Training & Consulting  
Relationship: Colleague  
Corona, CA, U.S.A.  
+1 (562) 637 5499  
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### **Tim Malloy: M.B.A. Coordinator**

Webster University  
Relationship: Professor  
Bangkok, Thailand  
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Additional references & testimonials are available on my LinkedIn page.

