

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**

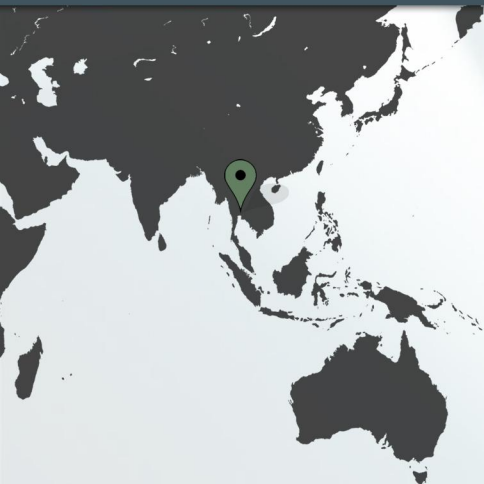
- ❖ Coordinated with school leadership team in daily operation of school
- ❖ Oversaw hiring, training, curriculum development and teacher assessment
- ❖ Directed marketing efforts, leading to an increasingly recognized brand & an enrollment increase of over 100% in a 3-year span
- ❖ Conducted market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

2008
2007
Director
English Village in Ansan
Ansan, South Korea

2007
2005
Head Teacher
Herald School
Ansan, South Korea

2005
2002
Department Head
Barnes & Noble
La Crosse, WI

Contact Information



kuruzovich@gmail.com



linkedin.com/in/kuruzovich



kuruzovich.com



+66 (0)87 345 7351

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



Key Professional Development (Previous 3 Years)

Crisis Communications Workshop

2018 November 3

Speaker: Jim Hulbert, The Jane Group

Venue: Saigon South International School, Ho Chi Minh

CIS Child Protection Deep Dive Workshop

2018 October 31 - November 1

Venue: NIST International School, Bangkok

AISA Leadership Conference (Child Protection Workshop & Deep Dives)

2018 February 28 - March 4

Venue: Radisson Blu Hotel, Nairobi

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

Boosting Enrollment in a Competitive Environment

2017 January 27

Speaker: Mike Connor, Connor Associates Strategic Services

Venue: Renaissance Bangkok Ratchaprasong Hotel

Alliance for International Education Global Conference

2016 February 26-28

Venue: NIST International School, Bangkok

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

ray@wells.ac.th

Janet Knoepfel: Owner

JanSue Training & Consulting

Relationship: Colleague

Corona, CA, U.S.A.

+1 (562) 637 5499

janetwk@aol.com

Tim Malloy: M.B.A. Coordinator

Webster University

Relationship: Professor

Bangkok, Thailand

+66 (0)2 652 0705

malloyt@webster.ac.th

Additional references & testimonials are available on my LinkedIn page.

