

## PROFESSIONAL SUMMARY

Senior communications and marketing director with over 15 years of international experience across a broad range of areas. Skilled in working closely with C-suite executives and boards, and in managing highly diverse small and large teams. Strong ability to pivot between strategy and execution, lead change initiatives and empower colleagues.

## PROFESSIONAL EXPERIENCE

### 2014-2022 Director of Communications NIST International School | Bangkok, Thailand

Directed internal and external communications, including multiple fundraising campaigns, for a mission-based non-profit with \$42 million in annual revenue. Guided a 6-member team in multi-channel content generation: PR, marketing, web design, social media, publications, photography and videography.

- Generated market research, competitor analysis & financial comparison to drive formulation of new strategic plan.
- Created annual reports, presentations & analyses for the board.
- Coordinated rebranding, leading to a Net Promoter Score of 52, 91.4% customer satisfaction & a strong reputation in a highly competitive market.
- Redesigned online communications platforms, including school website, increasing organic traffic by 125.8% (Google Analytics) & site health by 33 (SEMrush).
- Improved use of social media platforms, dramatically growing followers & establishing average engagement rate of 2.4% (industry: ~0.18%).
- Coordinated successful crisis responses for situations as broad as riots, natural disasters, internal issues & abuse cases.

### 2008-2014 Vice Head of School & Marketing Director Wells International School | Bangkok, Thailand

Coordinated daily operations of a 3-campus system as one of 6 senior leaders. Directed all operational areas when necessary as proxy to the head of school.

- Managed transition to Google Suite & oversaw domain administration, increasing organizational efficiency.
- Overhauled all marketing & communications, contributing to an increasingly recognized brand & an enrollment increase of nearly 100% in a 3-year span.
- Developed relationships with media to grow PR exposure by over 150%.
- Initiated creation of short-term & long-term strategic plans to raise student retention to 95%.

### 2007-2008 Director English Village in Ansan | Ansan, South Korea

### 2005-2007 Head Teacher Herald School | Ansan, South Korea

## KEY SKILLS

**Communications** internal & external communications, corporate messaging, public speaking

**Strategic planning** leadership, market research, brand identity, data analysis, risk assessment

**Marketing** copywriting, segmentation, analytics, social media, storytelling

**Brand management** operational alignment, public & media relations, crisis management

**Content creation** writing, graphic design, front-end design, basic HTML & CSS

## EDUCATION

**Master of Business Administration**  
Webster University

**Master of Education in International Teaching**  
Framingham State University

**Bachelor of Arts in English**  
University of Wisconsin - La Crosse

## CERTIFICATES

**Certificate in School Management & Leadership**  
Harvard Business School Online

**IB Leadership Series Certificate**  
International Baccalaureate

## TECHNOLOGY EXPERTISE



Google Suite



Google Analytics



SEMrush Analytics



Microsoft Office



Adobe Photoshop



Adobe InDesign



Apple Keynote



WordPress CMS



Cision MRM



IBM SPSS



Salesforce CRM



Veracross SIS



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