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## 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.

#### Vice Head of School & Marketing Director 2008-2014 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

**Head Teacher** 2005-2007

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



Microsoft SEMrush Analytics Office



CISION

Cision

MRM

Adobe Photoshop

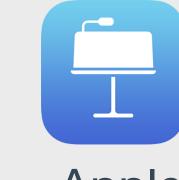


Adobe InDesign

**SPSS** 

IBM

SPSS



Apple



Keynote





Salesforce CRM



Veracross SIS

