

KARMEN MALLOW



karmenmallow.com



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262-226-3290



Work Experience

2019
-
2020

Sacred Heart University Fairfield, CT

Assistant Director, English Language Institute and Office of Global Affairs

- Developed and implemented annual marketing plan for ESL student recruitment. Managed all marketing materials and website.
- Provided strong customer service to potential students and their families. As well as coordinated with recruitment agencies.
- Attended domestic and international recruitment fairs, agency fairs, and conferences.
- Coordinated campus visits for potential students and education partners.
- Advised current students with issues relating to visas, daily life, cultural differences and more.
- Coordinated orientations, excursions, and cultural events for ESL students.
- Managed federal work study students who assisted the ESL department with conversation partner program and events.
- Served as a DSO

2016
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2018

Spring Street International School Friday Harbor, WA

Director of Marketing and Development (2017-18)

- Developed marketing materials for local and international recruitment, events, and fundraising campaigns.
- Increased web presence through website, social media, and Google Adwords.
- Worked with vendors to run a variety of advertising campaigns.

Marketing and Development Associate (2016-17)

- Worked with marketing team to develop new strategies for reaching international and domestic target markets.
- Analyzed web presence and social media usage and set up a social media plan for the future.
- Developed program recommendations based on SEVP policy memos.

2015
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2016

Residential Counselor (2016-18)

- Planned activities for international and domestic residential high school and middle school students.
- Assisted students with daily needs, questions, and any emergencies.
- Fostered cultural understanding through both organized events and personal interactions.

Middlebury Institute of International Studies - Intensive English Programs Monterey, CA

Graduate Assistant

- Prepared student records and orientation materials for new sessions.
- Facilitated the Conversation Partner Program between ESL and graduate students.
- Advised international students on academic and social topics, through workshops and one-on-one meetings.

2014
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2015

KWT English Madison, WI

Conversational English Instructor

- Taught conversational and business English to students in South Korea via phone and internet, kept progress reports.
- Fostered cultural exchange through lessons.



Education

2016

MA International Education Management
Middlebury Institute of International Studies
Monterey, CA

2009

BS Communication Technologies - Imaging Media
University of Wisconsin - Platteville
Platteville, WI

2007

Study Abroad Semester
St. Mary's Strawberry Hill
Twickenham, London, England

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Languages

- **English:** Native Speaker
- **Spanish:** A1 (Elementary)
- **German:** A1 (Elementary)
- **Mandarin Chinese:** HSK Level 4 (Intermediate High)



Technology Skills

- Mac and PC platforms
- Microsoft Office Suite (Word, Excel, Powerpoint)
- Design Software - Adobe Illustrator, Photoshop, Canva
- Social Media - Facebook, Instagram, Twitter, Snapchat
- Webpage Management and Wordpress
- Admissions Software: Slate



Other Skills

- SEVIS: DSO for F1 program
- Customer Service
- Presenting



Professional Development and Conferences

- 2020 EnglishUSA Professional Development Conference - San Francisco, CA
- 2019 Slate Innovation Summit - Chicago, IL
- 2019 NAFSA Annual Conference and Expo - Washington D.C.
- 2019 TESOL International Conference - Atlanta, GA
- 2019 e-Learning Workshop, J-1 Advising: Getting Started
- 2017 Tri-Regional Conference (Regions I, II, IV) - Denver, CO
- 2017 Lessons From Abroad Washington - Alumni Representative for Middlebury Institute of International Studies
- 2016 NAFSA Region I Conference - Anchorage, AK
- 2016 EnglishUSA Conference - Monterey, CA
- 2015 NAFSA Region X Conference - Long Island, NY



Countries Visited

Asia: Brunei, Hong Kong, Indonesia, Japan, Korea, Macau, Malaysia, Taiwan*

Europe: Austria, Belgium, England*, France, Germany, Italy, Ireland, Luxembourg, The Netherlands, Scotland, Spain

The Americas: Belize, Canada, Dominican Republic, Mexico, United States*

Oceania: Australia*

*Lived there

