

Kevin M. Yochim

International Education Professional

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Education

- 2016 **Master of Arts in International Education Management**
Middlebury Institute of International Studies at Monterey • Monterey, CA
- 2014 **Bachelor of Arts in International & Global Studies**
Middlebury College • Middlebury, VT

Professional Experience

- 2017-
present **Student Engagement Officer**
ISEP Study Abroad • Arlington, VA / Denver, CO
- Serve as main point of contact for students and education abroad coordinators at 42 colleges and universities in the western United States
 - Advise students to help them find the best study abroad programs for their academic and personal needs
 - Conduct info sessions and recruit participants at fairs and other campus events
 - Engage students online through dynamic email, Facebook, and content marketing
- 2016 **Communications Coordinator**
WorldTeach • Cambridge, MA
- Managed all digital media outlets: social media (Facebook, Instagram, Twitter, and LinkedIn daily), online program listings, and job boards
 - Promoted and recruited for newly launched Global Education Fellowship in Ecuador
 - Designed advertisements and flyers with Adobe InDesign for fundraising campaigns and placement in university newspapers
 - Led a \$40,000/month Google AdWords campaign resulting in 18% increase in efficiency
 - Created resources for implementation of Intercultural Development Inventory (IDI)
- 2016 **Mentor**
Global Leadership Adventures • Playa del Coco, Costa Rica
- Served as Mentor for five groups of high school students on service-learning and adventure programs in Costa Rica
 - Created and implemented curriculum focusing on service, culture, values, and leadership
 - Developed students' intercultural competency through guided community interaction
- 2014-
2015 **Language & Culture Assistant**
Consejería de Educación • Murcia, Spain
- Assisted teachers with Bilingual Program at I.E.S. Jose Luis Castillo Puche
 - Instructed high school students in English classes, including prep for CEFR Level B1 exam
 - Gave lessons on various aspects of U.S. life to promote intercultural understanding

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Presentations

- 2018 **Exchanges in the 21st Century: Balancing Independence and Support**
Co-presented with Northern Arizona University and Colorado Mesa University
NAFSA Region II Conference • Lincoln, NE
- Framed education abroad in the context of today's on-demand society and students' increased expectations of support
 - Examined value of exchanges as part of a well-rounded institutional portfolio
 - Shared strategies for setting and managing expectations on exchange programs
 - Developed communication strategies that empower students to take ownership of their experience
- 2017 **Promoting Diversity of Destination in Study Abroad Recruiting and Advising**
Co-presented with Northern Arizona University
NAFSA Tri-Regional Conference • Denver, CO
- Broke down concept of "non-traditional" study abroad destination, shifting focus to student perspective
 - Examined values of non-traditional programs for students and institutions
 - Reviewed strategies for guiding students to choose non-traditional programs
 - Discussed how to overcome challenges that students and education abroad offices face when considering non-traditional programs

Projects

- 2016 **Community Impact Assessment**
Global Leadership Adventures • San Diego, CA
- Developed comprehensive assessment plan to measure impact of high school service-learning programs on local communities
 - Created surveys and interviews that capture quantitative and qualitative data from local community partner organizations
 - Rewrote "Community Impact" section of 2017 Facilitators' Guide

Skills

- | | | |
|---------------------------|---------------------------------|------------------|
| • Spanish | • Google AdWords | • WordPress |
| • Cross-Cultural Training | • Google Analytics | • Adobe InDesign |
| • Fundraising | • Social Media: FB, Twitter, IG | • MailChimp |
| • Advertising | • MS Office & Google Drive | • Wufoo |

Travel

Work	Costa Rica, Spain	Other	Austria, Belgium, Canada, Chile, France, Germany, Iceland, Italy, Morocco, Netherlands, Peru, Portugal, United Kingdom, Uruguay, Vatican City
Study	Argentina, Mexico		
Volunteer	Dominican Republic, Honduras		