

# Kevin M. Yochim

## *International Education Professional*

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### *Education*

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- 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*

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- 2017-  
present **Student Engagement Officer**  
ISEP Study Abroad • Arlington, VA / Denver, CO
- Serve as primary point of contact for students and education abroad coordinators at 40 colleges and universities in the western United States
  - Advise students to help them find the best study abroad programs for their academic, personal, and career needs
  - Develop and carry out recruitment strategy leading to 39.7% increase in applications from 2016 to 2018
  - 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), online program listings, and job boards
  - Promoted and recruited for new 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
  - Facilitated the development of 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 exam
  - Gave lessons on various aspects of U.S. life to promote intercultural understanding

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## Presentations

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- 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
- Examined education abroad in the context of today's on-demand society and students' increased expectations of support
  - Considered 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

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- 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

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

## Travel

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