

Nadia Redman, MBA

SENIOR INTERNATIONAL RECRUITMENT MANAGER

PERFORMANCE HIGHLIGHTS

11+

Years of management experience in international student recruitment at a top-ranked U.S. university

+277%

Increase in total enrollment in ESL program (2008-2011)

Note: approx. 65-70% of the University's international undergraduate enrollment originates from ESL program

130+

Agency relationships managed

10+

Experience with at least 10 sponsoring organizations/governments in MENA

4

Languages:

English, French, Spanish, Portuguese

LEARN MORE

nadiaredman.com

CONTACT INFORMATION

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COMPETENCIES

- Excellent experience in the design/execution of international student recruitment strategies
- Successful track record for building and maintaining relationships with overseas recruitment agents
- Strong digital communications skills (e.g., email marketing, social media, instant messaging, web design/content management)
- Highly-rated writing and presentation capabilities (multilingual)
- Excellent research, analytical and problem-solving skills
- Strong attention to details and deadlines
- Effective planning and organizational capabilities

RELEVANT PROFESSIONAL EXPERIENCE

Student Information Specialist

UNIVERSITÉ LAVAL (UL)

Dec. 2019 to present

UL is ranked among the top 20 francophone universities in the world. Offering over 500 programs, it attracts students from around the world.

- Responsible for international student recruitment from the Middle East, North Africa, and Asia

Assistant Director, Recruitment, Marketing & Communications

UNIVERSITY OF DELAWARE (UD)

2008 to 2019

UD is ranked among the top 100 universities in the U.S. Its English Language Institute (ELI) is one of the largest English as a Second Language (ESL) programs in the U.S. and recruits a significant proportion of the University's international undergraduate and graduate students.

- Conceptualizing, planning, and executing the recruitment strategy of the ELI
- Managing the ELI's Office of Recruitment, Marketing and Communications with a budget of \$300k to \$500k (USD)
- Representing the university overseas (up to 35% travel time per year): planning travel activities for a team of 8-10 recruiters; participating and presenting in major conferences; planning alumni receptions and special events; participating in recruitment fairs and agent workshops
- Selecting, vetting, training and managing contracts/relationships with over 130 active international recruitment agencies
- Overseeing the ELI's overseas recruitment offices in China and S. Korea
- Planning and conducting "information sessions" for undergraduate, graduate and ESL program offerings (up to 20 per year)
- Collaborating with university departments on international recruitment projects
- Organizing "fly-in visits" to Delaware for agents/high school counselors
- Managing the ELI's digital communications channels and content
- Designing marketing collateral and advertising

EDUCATION

Master's in Business Administration (MBA): International Management
Université Laval (Québec City, QC, Canada) | 2007

Bachelor of Arts (BA): International Business

Minors: Marketing, French and Spanish | USF Honors College Graduate
University of South Florida (Tampa, FL, USA) | 2004

Nadia Redman, MBA

SENIOR INTERNATIONAL RECRUITMENT MANAGER

Curriculum Vitae

RELEVANT PERFORMANCE HIGHLIGHTS

- Managed international recruitment and admissions at the University of Delaware (UD) English Language Institute (ELI), contributing to a major increase in international enrollment:
 - Total enrollment: +277% (2008-2011)
 - China: +49.5% undergraduate; +140% graduate (2015)
 - Venezuela: +200% (2013-2014)
 - Brazil: +33% (2013)

Note: approximately 65-70% of UD's international undergraduates originate from the ELI.
- Launched an e-newsletter for agency partners to keep them apprised of ELI activities/news
- Designed, created and launched a website specifically for overseas recruitment agents, which contains resources to facilitate their ability to recruit for ELI programs
- Implemented a variety of new technologies and strategies for “smarter” marketing management and to better measure audience engagement (e.g., email campaign management tools, social media advertising, web content management, trackable links, google analytics); designed user-friendly, responsive websites
- Established ELI's social media presence; increased traffic to Facebook page to over 11k followers

EXPERIENCE

Student Information Specialist

UNIVERSITÉ LAVAL (UL)

December 2019 to present

Québec, QC, Canada

UL is ranked among the top 20 francophone universities in the world. Offering over 500 programs, it attracts students from around the world.

Description

Responsible for international student recruitment from the Middle East, North Africa, and Asia.

Assistant Director, Recruitment, Marketing & Communications

Assistant Director, Admissions & Recruitment

Admissions & Recruitment Coordinator

UNIVERSITY OF DELAWARE (UD)

2016 to 2019

2008-2016

2008

Newark, DE, USA

UD is ranked among the top 100 universities in the U.S. Its English Language Institute (ELI) is one of the largest English as a Second Language (ESL) programs in the U.S. and recruits the majority of UD's international undergraduate students.

Description

Oversaw the ELI Office of Recruitment, Marketing and Communications (ORMC). Acted as liaison between ELI and sponsoring organizations and overseas recruitment agents. Initially was responsible for ELI admissions, recruitment, immigration advising, and various enrollment management duties until department was restructured in 2016 to only focus on recruitment, marketing and communications.

Responsibilities

Duties can be divided into three categories: Admissions, Marketing/Recruitment, and Student Services.

- **Marketing/recruitment**
 - Conceptualizing, planning, and executing the recruitment strategy of the ELI (for ESL programs and university preparation programs)

- Managing the ELI ORMC with a budget of \$300k to \$500k (USD)
- Representing the university overseas (up to 35% travel time per year): planning travel activities for a team of 8 recruiters; participating and presenting in major conferences; planning alumni receptions and special events; participating in recruitment fairs and agent workshops
- Selecting, vetting, training and managing contracts/relationships with over 130 active international recruitment agencies
- Overseeing the ELI's overseas recruitment offices in China and S. Korea
- Planning and conducting "information sessions" for undergraduate, graduate and ESL program offerings (up to 20 per year)
- Collaborating with various university departments on international recruitment initiatives
- Organizing "fly-in visits" to Delaware for agents/high school counselors
- Overseeing ELI's digital communications, including website content, social media, email campaigns
- Design of marketing collateral and advertising, providing guidance on branding and design
- Member of the University's Global Recruitment and Retention Committee (2008-2016)
- **Admissions (2008-2016)**
 - Oversaw the ELI Admissions Office, including a staff of several full-time and part-time employees, graduate assistants, and student workers
 - Responsible for enrollment projection data, upon which major decisions about staffing and operations were based
 - Primary liaison with sponsoring organizations for the admissions process and visa-related issues
- **Student Services (2008-2016)**
 - Advised current/potential students regarding visa regulations, admissions, special programs, ELI policies, etc.; SEVIS DSO
 - Interim Housing Supervisor (August 2011 to September 2012): Took on this interim role in the absence of a full-time housing coordinator (in addition to normal workload in Admissions and Recruitment)
 - Managed one full-time employee, several Resident Advisors (RAs), and a student worker;
 - Reorganized the ELI Housing Office to improve level of service to students, housing partners, and other departments at the ELI and at UD
 - Oversaw the housing assignment process and arrival plans for 200-300 students each session; redesigned data management processes and communication plan to improve service level to current/incoming students

Project/Marketing Coordinator

2007-2008

OFFICETEAM

Wilmington, DE, USA

Staffing agency specializing in placement of highly skilled professionals.

- Placed with the same client for the duration of employment; assignment originally intended for three weeks was extended indefinitely by client due to their satisfaction with performance
- Successfully executed several projects, including the generation of high volumes of reports requiring meticulous attention to detail and high degree of professionalism inherent with dealing with sensitive information
- Marketing activities include: development of creative concepts for new marketing campaign; collaboration with graphic designers to design and distribute direct mail collateral; competitive analysis

Project Coordinator & Research/Administrative Assistant

2006

QUEBEC COMMUNITY GROUPS NETWORK (QCGN)

Quebec City, QC, Canada

Not-for-profit organization that promotes vitality of English-language community organizations in Quebec.

Developed, coordinated, and executed several projects, some of which include:

- A tutorial program meant to promote the use of the QCGN Digital Library (a system requiring extensive investment, but which was not being used by members); tutorial had a high participation rate and was awarded positive ratings by participants as measured by a post-tutorial satisfaction survey

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- A project to determine the process to obtain copyright clearance from government officials for their publications to be stored in the QCGN Digital Library; resulted in the growth of this resource (in terms of the addition of documents to library)

Purchasing Assistant

2006

MARIO CAMACHO FOODS (FORMERLY A. CAMACHO, INC.)

Plant City, FL, USA

Importer/distributor of Spanish specialty foods.

- Special project management, including overseeing preparation for audit of warehouse operations that achieved a rating of "Excellent" by an independent auditing agency
- Improved efficiency of purchasing department by establishing daily process for tracking and reporting on the status of all containers en route to distribution centers, both domestically and internationally
- Collaborated frequently with third party service providers to avoid and resolve shipping delays

Marketing/Sales Coordinator

2003-2004

CORNERSTONE CONSULTING, INC.

Clearwater, FL, USA

Information technology consulting firm.

- Supported Vice-President of Marketing with creation and deployment of marketing plan, conduct various telemarketing campaigns, prepare and distribute press releases, manage communications with potential clients using CRM software, and attend networking events/trade shows
- Designed and managed content of several websites with special attention to search engine optimization
- Developed database of local publications to facilitate communications and press release distribution

Special Projects Manager (final title/position held)

2001-2005

TAMPA MACHINERY AUCTION, INC.

Tampa, FL, USA

Regional vehicle and machinery auction.

- Prepared several proposals that resulted in multi-million dollar state and local government contracts
- Responded to the company's urgent need to improve service quality to Spanish-speaking clients by providing assistance with the purchasing and selling processes in their native language and by translating vital documents

Assistant to the Clinic Coordinator

2000-2001

USF MEMORY DISORDER CLINIC

Tampa, FL, USA

Provider of research & health care services for individuals with memory loss.

- Promoted clinic services by conducting community memory tests, preparing presentations and public relations materials, and attending health research lectures and presentations
- Oversaw general office functions and daily tasks of employees and volunteers; responsible for employee training

EDUCATION

Master's in Business Administration (MBA): International Management

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Université Laval (AACSB accredited)

Québec City, QC

Bachelor of Arts (BA): International Business

2004

Minors: Marketing, French and Spanish | USF Honors College Graduate

University of South Florida (AACSB accredited)

Tampa, FL

PROFESSIONAL DEVELOPMENT

- Workshop: Communicating for Leadership Success | University of Delaware 2015
- Certificate: F-1 Visa Advising (intermediate) – “The Gray Areas” | NAFSA 2009
- Certificate: F-1 Visa Advising for Beginners | NAFSA 2008
- Certificate: Web Building and Marketing | University of South Florida 2004
- NAFSA annual conference – attends this conference each year since 2008
- EducationUSA Forum (Washington, DC) 2016, 2017, 2019

INFORMATION TECHNOLOGY

- Microsoft programs: advanced user of Outlook, Word, Excel, PowerPoint, Publisher, Access, Sway
- Highly computer literate with a facility for learning new software programs
- Additional software: PeopleSoft, SEVIS, Slate, Canva, MailChimp, WordPress, G-Suite (Google Apps), Skype, Wunderlist, Prezi, CRM
- Instant messengers: WhatsApp/WhatsApp Business, Facebook Messenger, WeChat, Kakao Talk
- Social media: Facebook, Twitter, Pinterest, YouTube, Flickr, Instagram
- Basic HTML coding and graphic design

FOREIGN LANGUAGE SKILLS

- English: fluent (native language, excellent oral and written skills)
- French: fluent (oral and written)
- Spanish: highly proficient (oral and written)
- Brazilian Portuguese: basic level (oral and written)

PROFESSIONAL AFFILIATIONS

- Member, NAFSA: The Association of International Educators (2008 to present)
- Member, EnglishUSA (2008 to present)

PRESENTATIONS/PUBLICATIONS

- Session presentation: “I Like Big Budgets and I Cannot Lie: Maximizing your Marketing Resources (Regardless of Budget Size)” EducationUSA Forum, Washington, DC (July 2019).
- Kraft, Lisa and Redman, Nadia. Ch. 16: Recruitment Strategies for Intensive English Programs. *NAFSA’s Guide To International Student Recruitment, 3rd edition*. Edited by Jessica Black Sandberg (2017).
- Session presentation: “How to Maximize your International Student Recruitment” NAFSA annual conference, Los Angeles, CA (May 2017).
- Facilitator of Intensive English Program Open Meeting: “Developing Source Markets for Recruitment;” NAFSA annual conference, Los Angeles, CA (May 2017).
- Session presentation: “Digital Communications: Essentials of Social Media and Email Marketing.” EnglishUSA Professional Development Conference, Monterey, CA (January 2017).
- Session presentation: “Why a Record Number of South American Students are Studying Abroad.” NAFSA annual conference, Houston, TX (May 2012).
- Workshop: “The Use of Social Media in the Context of an IEP” EnglishUSA Professional Development Conference, Washington, DC (October 2011).

Note: for additional details of work history, professional accomplishments, presentations, and blogs, please visit nadiaredman.com.