

# Kathy Buabarn

333 Carinyan Drive  
Birkdale QLD 4159  
T: (07) 3822 7900  
E: kitiwanb@hotmail.com

30 May 2011

**Attn:** Michelle Williams, HR Advisor  
QUT International

**Re:** International Promotions Coordinator  
South/South East Asia/Pacific/Middle East

**Reference:** 11144

Dear Madam,

A qualified and experienced marketing and promotions professional within leading educational institutions, I write with great interest to be considered for the above career opportunity available at QUT International as recently advertised on <https://qut.nga.net.au>.

Confident I would make a valuable contribution as a International Promotions Coordinator, I look forward to work within country target markets in attracting international students to the University assuming whilst assuming responsibility for achieving targets in international student applications and acceptances.

As further detailed in my attached résumé I have attained a wealth of relevant experience including my current employment as Manager (CONNEX International Education Worldwide) and previously as Regional Manager (Study Group International Limited), International Marketing Manager (IBTS Group/Navitas), Manager Administration Services - Marketing & Recruitment (IDP Education Australia (Thailand) Limited), Personal Assistant to Managing Director (Compunet Corporation Limited).

A self motivated, results and achievement orientated individual, I take responsibility for achieving outcomes, meeting targets, contributing to meetings, mentoring/training staff, accountable for advice, leading by example and devising ways to improve workplace systems and procedures such as client service standards and business alliances.

Whilst employed in marketing and management roles throughout Australia and Thailand, I have successfully increased billing and student numbers via cost minimisation strategies, recruited students and increased the number up to 30 students in the first year, analysed the Thai education market and developed effective marketing strategies for the Australian market, communicated with Australian educational institutions regarding market and business needs analysis together with the development of highly effective marketing plans and strategies.

Committed to ongoing professional development and lifelong learning, I have completed a Master of Business Administration, ELICOS Certificate, Bachelor of Business Administration and Counsellor Qualification demonstrating the ability to acquire new skills and knowledge quickly and easily.

Find attached my professional résumé that details my work history, skills and qualifications relevant to this position together with referees who will verify my potential contributions and my response to the Selection Criteria. I am certain an interview would reveal my enthusiasm for the opportunity to secure this role at QUT International. I appreciate your time in reviewing my application, please don't hesitate to contact me if you have any questions.

Yours sincerely,

**Kathy Buabarn**



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### Career Objective

A results-driven and motivated administration and marketing professional, I am keen to secure a challenging new career opportunity as an **International Promotions Coordinator** within an international university. A confident communicator with highly developed interpersonal and negotiation skills, I look forward to work within country target markets in attracting international students to the University assuming whilst assuming responsibility for achieving targets in international student applications and acceptances.

### Education & Training

|             |  |
|-------------|--|
| 2009        | <b>QUALIFIED COUNSELLOR</b><br>Professional International Education Resources  |
| 1996 - 1997 | <b>MASTER OF BUSINESS ADMINISTRATION</b><br>Major: International Management<br>Queensland University of Technology, Queensland                     |
| 1995        | <b>ELICOS CERTIFICATE</b><br>Centre for Applied Linguistics & Languages, Faculty of Asian & International Studies, Griffith University, Queensland |
| 1993        | <b>BACHELOR OF BUSINESS ADMINISTRATION</b><br>Major: Management<br>Ramkhamhaeng University Bangkok, Thailand                                       |

### Demonstrated Skills & Competencies

- Create Alliances with International Schools
- Provide Information on International Education
- Assist & Support Local & International Students
- Develop & Supervise Marketing Plans & Activities
- Provide Quality Customer Service & Handle Enquiries
- Implement New Processes & Procedures
- Business Management & Revenue Maximisation
- Organise Action Plans, Promotion & Marketing Activities
- Sales & Marketing of Products & Services
- Build & Sustain Successful Workplace Relationships
- Filing, Document Control & Records Management
- Office Administration & Provision of Clerical Support
- Business Development & Management
- Prepare & Edit Business Documentation
- Liaise with Internal & External Stakeholders
- Computer Operation & Data Entry
- Manage, Train, Supervise & Mentor Staff
- Training Needs Analysis & Program Development
- Information Systems Management
- Proficient Communication & Negotiation
- Meet & Exceed Customer & Company Goals
- Review & Improve Service Standards
- Coordinate Public Relations & Events
- Prepare & Distribute Quotations
- Process Accurate Financial Transactions
- Attend & Contribute to Team Meetings
- Participate in Ongoing Professional Development
- Course Coordination & Resource Allocation
- Maintain & Update Computer Databases
- Resolve Problems & Handle Complaints Effectively
- Attend & Contribute to Team Meetings
- Write Reports & Submit to Shareholders

## Employment History

**Jun 2008 - Current**

**CONNEX INTERNATIONAL EDUCATION WORLDWIDE | [www.connexinter.com](http://www.connexinter.com)  
*Manager***

*Company Profile:*

- CONNEX International Education Worldwide represents a quality education for both the public and private sectors in various countries such as Australia, New Zealand and England.

*Key Duties:*

- Create brand awareness and promote international education programs maximising sales and enrolments.
- Coordinate day to day management of CONNEX International Education Worldwide overseeing efficiency.
- Build and maintain a strong relationship with partners, clients, government bodies and alliances.
- Work closely with both international and reputed local schools.
- Liaise with external IT consultant to main and update schools information and promotion on CONNEX's website
- Supervise marketing plans and activities to promote CONNEX and it's institution partners.
- Develop marketing and business development strategies and plans.
- Prepare reports for company shareholders for bench marketing and analysis.
- Maintain an up-to-date, in-depth knowledge of target markets and opportunities and analyse market intelligence to disseminate relevant information to marketing staff.
- Provide advice and information to prospective students and parents interested in studying overseas.
- Follow-up on international students arriving into various countries, ensuring they are safe and settled.
- Work effectively in a team environment, interact positively and equitably with colleagues to ensure that a high level of client service focus is maintained.
- Adhere to and interpret organisational policies, procedures and other legislation.

**Jan 2005 - Feb 2008**

**STUDYGROUP INTERNATIONAL LIMITED | [www.studygroup.com](http://www.studygroup.com)  
*Regional Manager (Regional Office for Malaysia, Thailand & Brunei)***

*Company Profile:*

- Study Group is as leader in international education specialising in the provision of world-class university access and English language programmes. Each year 55,000+ students from 140+ countries enter these programmes drawn by certainty of outcome and the sector-leading quality of our educational provision.

*Key Duties:*

- Establish brand awareness and promote the education program of schools in Australia, New Zealand, United Kingdom and USA to Thai students and agents.
- Develop effective marketing and business development strategies and plans within the designated regions for the in consultation with senior management.
- Build strong relationships with clients, government and agents including AEI, The British Council and OCSC.
- Assist agents to recruit students and join activities organised by agents such as education interviews and exhibitions.
- Clearly present, consult and liaise with stakeholders both internal and external to the organisation in a professional and culturally sensitive manner.
- Represent Study Group International at recruitment missions, conduct visits and presentations to associated institutions and international agencies.
- Provide advice to students and parents on programs, living overseas and cultural adjustments.
- Organise activities such as training and workshop to agents, students and local and international schools.
- Prepare report to Regional Director on the updates regarding the market, forecast, budget and business plan.

*Achievements:*

- Increased the billing and student numbers via cost minimisation strategies.

**Jan 2002 - Dec 2004**

**IBTS GROUP (NAVITAS) | [www.navitas.com](http://www.navitas.com)  
**THAILAND REPRESENTATIVE OFFICE**  
*International Marketing Manager***

*Company Profile:*

- Navitas offers a wide range of education services including pathway programs. Combined with our academic and student support services, Navitas programs help students prepare for university life. High school and foundation programs, degree transfer programs and English preparation are available at many campuses.

*Key Duties:*

- Coordinate the effective promotion of IBTs' and their programs to Thai students.
- Design and distribute marketing/communication material and potential students, supporting recruitment activities.
- Develop marketing and business development strategies and plans.
- Report on effectiveness of marketing activities and identify strategies/resources for improvement in target markets.
- Build and sustain strong relationships with AEI, agents, schools, students and parents.
- Organise, coordinate and attend events, exhibitions, conference and meetings.

## Employment History Cont'd ...

- Approach schools and vocational schools to promote all institutions courses.
- Coordinate marketing activities from planning to implementation in an international academic environment.
- Organise action plans, promotion campaigns and marketing activities for agents and students.
- Arrange marketing activities with local Thai institutions to provide courses information and create an understanding of why international study is better particularly with IBTs.
- Coordinate and assist education agents promote the IBTs group.
- Liaise and negotiate with internal and external stakeholders to ensure the provision of high level service.
- Develop documents such as reports, marketing material and web content.

### *Achievements:*

- Successfully recruited students and increased the number up to 30 students in the first year.

**Jan 2000 - Jan 2002**

**IDP EDUCATION AUSTRALIA (THAILAND) LIMITED | [www.thailand.idp.com](http://www.thailand.idp.com)  
*Manager Administration Services (Marketing & Recruitment)***

### *Company Profile:*

- IDP Education were set up in the time of the Colombo Plan when development aid was the dominant driver of international education and became a leader in delivering education assistance to the Asian region. In the mid-1980's IDP began recruiting international students for Australian education institutions.

### *Key Duties:*

- Manage and supervise the administration section of IDP including the processing of applications, payments, visas, accommodation and facilitating airport reception services.
- Coordinate recruitment processes for permanent and temporary appointments, secondments and acting arrangements.
- Analyse the Thai education market and develop effective marketing strategies for the Australian market.
- Communicate with Australian educational institutions regarding market and business needs analysis.
- Implement and use information communication technologies to increase the reach and effectiveness of marketing activities and to maintain ongoing relationships with agents and other stakeholders.
- Maintain an up-to-date, in-depth knowledge of target markets and opportunities and analyse market intelligence to disseminate relevant information to staff.
- Liaise with Australian education providers in the management of exhibition and interview programs.
- Provide counselling and information for prospective students interested in studying in Australia.
- Develop, implement and monitor human resource management policies and procedures.
- Manage the procurement of contracts, services and equipment.
- Supervise the management of the department's records.
- Collect and analyse statistics and prepare reports.

### *Achievements:*

- Awarded as IDP Staff Member of the Year in 2000.

**Jan 1999 - Dec 1999**

**COMPUNET CORPORATION LIMITED | [www.compunet-asia.com](http://www.compunet-asia.com)  
*Personal Assistant to Managing Director***

### *Key Duties:*

- Provide timely and accurate secretarial support to the Managing Director.
- Answer and screen telephone enquiries in a professional manner.
- Assume a variety of tasks whilst maintaining a high level of organisation and time management.
- Provide administrative support such as diary management and appointment scheduling to management.
- Collect, sort and distribute incoming mail to staff within the organisation.
- Monitor stock levels and order stationery and office amenities, liaising with suppliers.
- Coordinate and despatch outgoing mail to external stakeholders including clients and suppliers.
- Computer operation using Microsoft Office Suite and other software packages.
- Send, receive and respond to internal and external emails.
- Prepare documents such as quotations, letters, reports and general correspondence.
- Manage computerised and paper-based files and records in an organised manner.
- Create, maintain and update computer databases.
- Petty cash management, receipting and banking.
- Operate a range of office equipment such as photocopiers, computers and faxes.

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## Computer Skills

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- Microsoft Office 2003, 2007, 2010
  - Word
  - Excel
  - PowerPoint
  - Outlook
- Windows XP
- Email and internet
- Web browser

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## Personal Details

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**Languages:** Fluent written and verbal English and Thai  
**Residency:** Permanent Australian Resident  
**Health:** Excellent, non-smoker  
**Licences Held:** Current Driver's Licence  
**Interests & Hobbies:** Travelling, reading, cross stitch, yoga, meditation and personal development

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## Professional Referees

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### Lester Khoo

Business Development Manager  
New Zealand Trade & Enterprise  
New Zealand Embassy  
Level 14, M Thai Tower, All Seasons Place  
87 Wireless Road, Bangkok 10330  
T: +66 2 251 7288 (ext. 46)  
M: +668 1926 1050  
E: Lester.Khoo@nzte.govt.nz

### Ian McCormick

Lecturer  
Swinburne University of Technology  
Project Officer- Industry Engagement  
Faculty of Business and Enterprise  
Corner Wakefield and Frederick Streets  
Hawthorn VIC 3122  
T: (03) 9214 8309  
E: imccormick@groupwise.swin.edu.au

### Patricia Hannan

State Recruitment Manager  
C Management Services Pty Ltd  
CQ University Brisbane  
108 Margaret Street  
Brisbane QLD 4000  
T: (07) 3295 1101  
M: 0428 728 037  
E: p.hannan@bris.cqu.edu.au

## **Selection Criteria**

**International Promotions Coordinator (North Asia/Australasia)**

**QUT International, Applicant: Kathy Buabarn**

**1. Completion of a degree in Business, Marketing or Public Relations (or related discipline) together with subsequent experience in an international marketing role or an equivalent combination of relevant experience, education and/or training.**

Committed to a long term career in marketing and public relations, I have completed a Master of Business Administration, Bachelor of Business Administration and ELICOS Certificate. My understanding of international education marketing and services commenced when I started as a Postgraduate Student at Queensland University of Technology. Following the completion of a Master of Business Administration at Queensland University of Technology, I commenced my professional career in international education recruitment in 2000 as a Manager Administration Services (Marketing & Recruitment) at IDP Education Australia (Thailand) Limited. My international marketing experience in marketing and leadership roles over the past 10+ years throughout Australia, Thailand, Myanmar and Malaysia demonstrates an exceptional understanding of educational needs and marketing strategies that achieves results.

As a former international student in Brisbane, I understand the marketing of education services in Queensland. This was further developed during my role as an IDP Career/Studies Counsellor and later as Manager Administration Services when I managed the administration team, providing counselling, marketing, advertising and communication internally and externally. Additionally I have attained a PIER Qualification (#E482) providing me with greater confidence when consulting with students in the international education industry. As a Manager, I strive to determine student preferences regarding their overseas study plan and preferred future career prior to providing information on individual basis.

Currently as Manager at CONNEX International Education Worldwide, I assume numerous responsibilities including the creation of brand awareness, promotion of international education programs maximising sales and enrolments, maintain and update school information and promotion on CONNEX's website, supervise marketing plans and activities to promote CONNEX and it's institution partners, develop marketing and business development strategies and plans, maintain a knowledge of target markets and opportunities.

During my employment as a International Marketing Manager at IBTS Group (Navitas) the IBTs were not well-known in the Thai market and the pathway program wasn't fully understood by students and parents. Determined to increase awareness, I created brand awareness to local secondary school students, parents and Thai institutions to increase awareness of the pathways and fast track programs which is one of the best options into higher education for a particular group of students. My efforts resulted in greater understanding, higher enrolments thus achieving increased revenue.

As Regional Manager of the Regional Office for Malaysia, Thailand & Brunei at Studygroup International Limited, Study Group consisted of Australian institutions such as Taylors College, Embassy CES, Martin College and CSU. Although it utilised numerous agents, there weren't many agents who were confident to promote the programs as they lacked of knowledge of Study Group Programs and didn't receive sufficient support. I believed that Study Group had a very good business opportunity in Thailand and it wasn't too difficult to promote. Hence I commenced classifying the current agents to identify the level of support. I also conducted a SWOT analysis to determine the potential and opportunity of each program, aligned the business plan with the consultation by Regional Manager, arranged training/workshops and maintained strong relationship with AEI, British Council, New Zealand Education, Office of the Civil Services Commission and key agents such as IDP, CP, Insight and EdNet. I created brand awareness to the Thai market which resulted in doubling the number of weeks of the English program including significantly increasing the number of foundation enrolments. I also doubled the number of enrolments to Taylors College in Australia and to Bellerby's College in the United Kingdom. During my employment, there were a greater number of students making enquires to study with Study Group's school and agents consistently referred Study Group's programs to their students following my strong alliances and motivational strategies. In addition at Study Group, I learned about international education systems and gain experience in different countries.

**2. Demonstrated experience in coordinating marketing activities from planning to implementation in an international environment (in accordance with the Australian regulatory legislation governing the recruitment of international students) including evidence of the collection and analysis of market intelligence and research in order to focus marketing activity.**

Since 2000 I have demonstrated a wealth of experience in coordinating marketing activities from planning to implementation in an international environment both in Australia and overseas, meeting Australian regulatory legislation governing the recruitment of international students. Currently as Manager at CONNEX International Education Worldwide, shareholders and I meet monthly to discuss marketing activities and any relevant issues whilst coordinating marketing plans and activities to promote CONNEX and it's institution partners.

Working as part of a small management team, marketing activities are adapted to reflect the current market, working closely with partners, clients, government bodies and enhancing alliance opportunities from a marketing perspective.

As a Marketing Manager for the IBTs, I travelled to Melbourne, Brisbane and London to meet with the Director and Marketing Manager for meetings regarding the coordination of marketing activities from planning to implementation in an international environment. During the meetings we determined updates on the market during which time I was involved in analysing customer behaviour, current agents situations according to KPI's, appointing potential agents, providing awards to successful agents, market potential, marketing activities, budgeting and decision making.

Previously as the Regional Manager with Study Group International, I was involved in planning and implementing marketing activities for Thailand as the whole and also for individual programs offered by the institutions. The process commenced from developing marketing plans and business strategies which included the objective of the plan, market analysis and trends, SWOT analysis, promotional activities and budget, target enrolment, forecasting of enrolment and implementation plan. I also included the classification of our agent into different bands and how to support them. An award was provided successful agents and new agents according to the set-up KPI. Collecting relevant data assisted in the analysis and forecasting was easier. Statistics from AIE also assisted me together with information gained from our major agents. Combining all of the information, I prepared the marketing plan and activities annually. I researched and interpreted new rules and regulations that were introduced by Thai and Australian governments which potentially affected business activities. After the plan was completed it was presented to the Director. As a team we analysed the plan, negotiated on budgeting and made changes as required.

I participated in regional meetings quarterly to present targeting of the enrolments, processing of activities conducted according to the plan and implementing the activities plan according to the current market situation. If there were issues/problems which might cause the delay or lower enrolments, I implemented the plan with the Director. Due to the increase of the Australian dollar, students tended to change their destination to other countries, hence I discussed this with the Director and also Australian campuses principals to devise the plan, urging the market to maintain the enrolment.

### **3. Demonstrated high level written communication skills including experience in developing documents such as reports, marketing material and web content.**

Throughout my Australian and international career in the education and training industry since 2000, I have demonstrated high level written communication skills including experience in developing documents such as reports, marketing material and web content. Previously as Manager Administration Services (Marketing & Recruitment) at IDP Education in Thailand, I prepared weekly and monthly written reports in English to the Director that demanded high level written communication skills. The monthly report included problems and complaints from students and how to resolve them together with statistics on the numbers of students walking in, phone calls, new applications launched, payments and visas. The weekly report were based on the events such as interview program, exhibition and schools/universities visits would be conducted in a group discussion amongst management and the Director. During meetings we strived to ensure each event would attain the higher number of institution bookings and provided optimal services to comfort all participants.

As the Marketing Manager for four IBTs including two in Australia and two in the United Kingdom, daily reports were conducted via email and phone call to each director and/or marketing manager of IBTs in the case of an urgent issue such as urgent marketing decision and students' issues which required immediate decision or solved quickly. The written monthly report consisted of monthly activities, summary of agents and schools visited, number of applications, students, payments, market update and planning for the next month. Each year the Marketing Managers/Directors came to Thailand or I travelled to Australia and the United Kingdom to set-up a meeting on the business and marketing plan. All reports and statistics were utilised for marketing forecasts, decision-making and budget allocation.

Whilst employed at Study Group International as a Regional Manager, I reported to the Regional Director based in Thailand and Malaysia, primarily communicating both verbally and in written English. I prepared and presented country reports and cultural differences to our campuses in Australia, New Zealand, US and UK following my visits annually. In every quarter, we would have regional meeting which was conducted in different countries. The purpose of the meeting was to present on the targets and number of students we had been performing, discuss and share issues regarding each operation and to learn further regarding the new and potential different markets.

**4. Demonstrated high level interpersonal skills, including the ability to clearly present, consult and liaise with stakeholders both internal and external to the organisation, in a professional and culturally sensitive manner.**

I possess strong interpersonal skills with added expertise in staff leadership, training, motivation, performance appraisal and business management that has demanded highly level people skills in order to oversee and coordinate smooth, efficient and profitable day to day operations. Whilst employed in the international education industry, I have lived and worked extensively in Australia and overseas, dealing with people from a diverse range of cultural backgrounds on a daily basis. As the Manager Administration Services (Marketing and Recruitment) at IDP, I communicated with all departments at IDP Bangkok and it's local branches together with international branches. Additionally I made contact with institution representatives and their colleagues regarding marketing, admissions and faculties, ensuring I had the correct information whilst achieving mutual understanding.

I consistently provided required information to enrol students in an accurate, supportive and professional manner. I always provided the correct consultation to students and their families based on the real and updated information so that they could use it to make the decision.

At the IBTS Group (Navitas) as an International Marketing Manager, I reported directly to the Directors on all matters and liaised with colleagues in all IBTS offices to ensure all work was completed effectively. I also worked with senior staff in the Australian Embassy in Bangkok and AEI to check on the market, new rules and regulations which may impact enrolments and the possibility of increasing the activities and student numbers. Communication with my agents was essential as I was required to ensure they understood the programs and entry requirements so they could advise their students regarding the programs when there was a student made the enquiry. If I had an opportunity to meet with student and parents, I mostly had them signed up the applications and convert to the payment via agents with understanding and content.

At Study Group International, I had greater opportunities to work with management and colleagues in various countries including Australia, New Zealand, Canada, UK and USA. I had learnt that each of them had their one characters and different working styles. This knowledge allowed me to complete all work tasks and resolve current problems whilst also reflecting on the increased of student's numbers of enrolment. Ensured Study Group agents had the best support when they compared us with other institutions, consistently fulfilling their requests as quickly as possible. I attended agents' offices to meet with their students and parents directly, striving to secure them with Study Group using a persuasive yet genuine approach.

Currently as Manager at CONNEX International Education Worldwide, I communicate with students of various ages from a broad range of cultural backgrounds with different requirements. I consistently ensured I provided students with accurate information on countries where they wanted to pursue studies together with programs and admission requirements, reinforcing the benefits of overseas studies. Many students and their parents refer friends and families to me following my ability to assist them and achieved excellent outcomes throughout the process from initial consultation through to enrolment and international relocation. I am visited by institutional representatives from different countries such as Australia, New Zealand, Singapore, China, Japan and Korea. I consult with these representatives on a regular basis and continue learn the different cultures including various business and communication strategies tailored to different nationalities. I also provide the representatives with a range of relevant marketing information, trends and opportunity for each institution in the market. Committed to achieving exceptional service and successful business alliances, I have interacted effectively with people from a broad range of cultural and socio-economic backgrounds demonstrating patience, understanding and an appreciation for cultural diversity.

**5. Evidence of highly-developed organisational, analytical and problem-solving skills, including the ability to manage time and high volume tasks efficiently within competing deadlines.**

In management and marketing roles undertaken over the past 10+ years, I have consistently demonstrated a highly flexible approach with the ability to work on multiple tasks simultaneously and handle frequent interruptions together with competing deadlines and changing work priorities. Dedicated to ongoing continuous improvement, I believe it is important to challenge procedures and ways of working on a regular basis to determine if there is a better, more efficient way of performing tasks, maximising organisation and productivity. It is by way of this ongoing assessment that the quality of the service I deliver and the quality of work I prepare is of the highest standard achievable. In order to optimise my organisation and time management, I prioritise my workload in order to meet deadlines by creating a "to do" list each morning, re-prioritising throughout the busy work day as needed. I have used various tools to organise and prioritise my work including the MS Outlook diary, MS Outlook reminders and the MS Outlook to-do list.

Whilst working at various international educational institutions, I have been required to meet tight deadlines often managing two or three projects at the same time. This was particularly demonstrated at IDP when schools visited and when education fairs occurred during which time I also conducted student counselling. As Manager Administration Services (Marketing and Recruitment), I coordinated all marketing, advertising and managed the administration team ensuring that we provided the best services to our clients, institutions and students. As I assumed numerous responsibilities as the liaison person between the institution and students, problems and the pressures occurred daily which I handled proficiently using effective time management and task prioritisation.

At the IBTS Group (Navitas) as an International Marketing Manager, I worked undirected and independently on a regular basis, making effective decisions in a prompt and timely manner. I organised and separated work into priorities determined by importance. For example when processing applications I completed the task in a timely manner resulting in the resolution of problems that may occur as fast as possible.

At Study Group International, I managed multiple projects such as study tour projects, business plans, financial reports, marketing reports and forecasting, brochures and display stands as well as distribution of brochures of all Study Group's schools, booth set-up and education exhibition and function. All mentioned projects were consistently completed prior to required deadlines.

Currently as Manager at CONNEX International Education Worldwide, I handled 4-5 student cases and also managed the day to day office operation and projects at the same time. I ensure that students obtain their visas and leave Thailand on schedules. In order to manage all the tasks effectively, I separate work priorities and the importance of tasks. To date none of my students have been required to change their schedules due to lack of organisation as I always complete my tasks within required time frames.

**6. Demonstrated ability to work effectively in a team environment, and to interact positively, cooperatively, and equitably with colleagues to ensure that a high level of client service focus is maintained.**

Demonstrating myself to be an active team member and leader, I have been instrumental in contributing to exceptional teams demonstrated working in a fast paced environments where I superseded previous performance levels with a track history of cultivating relationships and removing obstacles to build trust and generate and enhance productivity through various avenues including improved workplace communication and relationships.

I have assumed a range of customer service responsibilities including handling of enquiries, listening to the client regarding their preferences, concerns and needs, tailoring solutions that suit their budget, updating pricelists, marketing material and services available following client feedback, preparing quotations, issues accounts and debt reminders, handling counter and telephone enquiries and managing projects in a friendly, courteous and helpful manner locally and internationally. I have demonstrated my customer service skills to be of a very high standard and supervisors have commended me for my clear speaking manner, understanding and empathetic approach.

Whilst assuming numerous customer service focused roles in the education industry over the past 10+ years, I strive to ensure that clients are happy with services provided and refer our organisation to friends and families. As Manager Administration Services (Marketing and Recruitment) at IDP - Thailand, I managed the administration team to provide the best services to our clients both institutions and students. If anyone could not, the other person in the team would handle the situation. At IDP I collaborated in a team, organising the education of fair events including meetings to discuss planning through all stages during which time I delegated responsibilities and distributed to all team members allocating time frames. Each team member was required to report me either verbally or in writing on the progress of their work. If there was any delay or assistance needed a team member would provide support to ensure that the best possible services are maintained.

As IBTs as Marketing Manager, I had only one staff working with me, however we worked really well as a team. If we needed additional support, other IBTs staff would be there to support us and I would cover them if they needed assistance also. This ensured problems were resolved promptly to maintain the high level of clients' satisfaction. On a particular occasion a student arrived in Brisbane and there was no one organised to pick her up at the airport although the transfer was confirmed. Following a telephone call from my agent, I coordinated with my colleague in Brisbane to arrange the pick up the student promptly. I also asked the agent to inform the parents that she was in good hand and the problem was going to be resolved.

During my employment at Study Group International, we maintained effective team work, always helping each other. As the Regional Manager I was mainly focused on my marketing to ensure all activities were managed effectively, however, I always helped my Regional Director and colleagues in their markets upon their request.