

Soraya Campbell

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Data Analytics | Systems Design & Thinking | Learning Experience Design

Data-driven, creative problem solver and organizational leader with an extensive background in higher education. Experienced leadership in program management, learning experience/training design, diversity, equity, and inclusion initiatives, project management, and leading distributed international teams. Skilled in strategic planning and producing results aligned with organizational goals to increase effectiveness and maximize value. Grounded in analytical thinking and finding solutions through insights gained from data.

Technical Skills

Tableau/Prep | R | SQL | Excel | Dashboard Creation | Machine Learning | Social Network Analysis | Text Mining | Sentiment Analysis | Qualtrics | Trello | Atlassian Confluence | MeisterTask | Terra Dotta Systems | PeopleSoft | Banner | Python | CSS/HTML | Learning Management Systems

Areas of Expertise

Data Analysis | Project & Program Management | Learning Experience & Training Design | Diversity, Equity, & Inclusion | Team Management & Leadership | Cross-Cultural Communication | Strategic Planning

EDUCATION LEADERSHIP EXPERIENCE

Assistant Director & Regional Manager | Durham, NC |
Duke University, Global Education Office

October 2013 – Present

Serve as a member of the senior leadership team, create and execute programs, engage in strategic planning, and direct and manage several cross-functional teams in order to facilitate experiential learning experiences. Design high-quality programs in collaboration with faculty and partners, domestically and abroad, to increase participation amongst under-represented populations while continuously assessing programmatic effectiveness. Manage relationships between several domestic and international entities, facilitating equitable and high-impact partnerships for the benefit of the organization and its learners.

- **Project managed logistics and cultivated and maintained key relationships** for all Duke administered programs in the Americas, Spain, Italy, Africa, and Turkey
- **Collaboratively identify and develop new programming** with faculty, designing learning experiences and training for students based on institutional goals and priorities
- **Strategically plan and problem solve** as a member of senior leadership, streamlining and operationalizing policies and procedures
- **Provide leadership by onboarding, training, and managing a team** of 5 direct reports domestically; coordinate efforts of international team members within portfolio of Duke administered programs
- **Collaboratively design and manage program budgets** incorporating the priorities of the university and overseas partners, totaling over \$1 million in annual managed funds
- **Analyze and leverage data on program effectiveness**, measuring academic and operational benchmarks, to create continuous improvements and make strategic program management decisions
- **Conduct analysis on student enrollment, social network, survey response, and departmental social media data** to make program adjustments and operational efficiencies
- **Create and facilitate diversity, equity, and inclusivity** initiatives to pipeline under-represented students to Duke study away programming (e.g. <https://bit.ly/2MwOuLO>)
- **Serve as a consultant for faculty and institutional stakeholders** on issues related to international education as an ex-officio member of the Global Education committee
- **Coordinate efforts, in collaboration with domestic and international legal and data privacy teams, to bring programs into compliance with GDPR** which served as a template for other Duke European program sites
- **Oversee risk/crisis management and problem solving** for student issues abroad and in the US
- **Utilize advanced Spanish and basic Italian and German language fluency** to scale international partnerships, design international contracts, and serve as a liaison between international and US partners

Selected Accomplishments

- Served on management team for a campus-wide short term learning experience program: <https://winterbreakaway.duke.edu/>, designed for students to explore technical and humanistic skills for professional development; within three months, co-designed curriculum and co-facilitated instruction of the 'Working Across Cultures' program, which aimed to teach students how to work in a multicultural and distributed work environment
- Led cross-functional team in platform and curriculum redesign of pre-departure training for students into online modules deployed on Duke's learning management system; project managed team's efforts and liaised with key stakeholders to customize platform for training purposes; added assessments to gauge comprehension at the application level of learning in order to onboard and train students for a safe and engaging experience abroad
- Provided organizational leadership for NAFA: Association of International Educators; organized programming and training for conferences of over 700-800 attendees, leading to increased participation of educational abroad professionals in its conferences
- Served as consultant for the School of International Training (SIT) as a member of their Partnership Council, providing guidance and advice on the design, delivery, and assessment of its experiential, field-based programs, and their integration into undergraduate degree curricula

Program Coordinator | Charleston, SC |

August 2008 - October 2013

College of Charleston, Center for International Education

- Managed bilateral exchange programs between the College and over 20 foreign universities
- Coordinated over 20 faculty-led programs to locations in Europe, Eurasia, Latin America, North Africa, and SouthEast Asia
- Created and managed department's website and social media accounts (Facebook, Twitter, Blogs); founded the Center's annual study abroad photo contest
- Executed institutional reporting process (ex. IIE Open Doors, the Center's Strategic Plan, and the Center's Annual Report)
- Supervisor of a team of 4-5 temporary hires and interns

Previous Progressive Roles

Graduate Teaching Fellow | University of Florida | August 2005 - May 2007

Senior Secretary | University of Florida International Center | July 2003 - August 2005

TECHNICAL EXPERIENCE

Tableau Developer Intern | Durham, NC |

November 2020 – June 2021

North Carolina State University, Friday Institute

- Collaboratively designed Tableau dashboards for North Carolina Teacher Support Program which illustrated for stakeholders the impact of teacher supports deployed to over 5,000 NC educators
- Cleaned data in Tableau prep and created workflows/outputs, conducted exploratory data analysis, calculated KPIs, designed layouts and visualizations of key metrics

Learning Designer (part-time) | Remote |

September 2020 - December 2020

Rumie Initiative

- Created content for micro-learning courses delivered globally through the Rumie platform <https://learn.rumie.org/jR/authors/soraya-campbell-lhxfm> which provided innovative, authentic learning experiences without barriers to over 300,000+ learners from 191 countries
- Collaborated with an international, distributed team remotely to edit, refine, and publish relevant content based on data-driven insights

EDUCATION

Learning Analytics & Instructional Design Graduate Certificate | North Carolina State University

Master of Arts (M.A) in Latin | University of Florida

Bachelor of Arts with Honors (B.A) in Anthropology & Classics | University of Florida

Archeological Field School | National Science Foundation Field School in Vésztő Hungary