

# Soraya Campbell

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## CORE COMPETENCIES

International education professional with 18 years of experience in education abroad, program development, and international student and faculty services | Specialized in data-driven decision making, training (faculty, pre-departure, health, safety, and security), diversity and inclusion, and risk-management | Proven leadership in international education | Highly skilled administrator and educator with experience working at various types of institutions of higher education

## RELEVANT EXPERIENCE

### Assistant Director/Regional Manager

Duke University, Global Education Office | Durham, NC | October 2013 – present

- Manage all aspects of Duke study abroad programs in selected portfolio (includes Americas, Spain, Africa, and Turkey); assisted business office in managing program budgets totaling over \$1 million
- Supervise and manage a team of 5 direct reports domestically; coordinate efforts of international team within portfolio of Duke administered programs
- Engage in policy making and strategic planning as a member of the senior management team
- Oversee health, safety, academic and overall student experience of all Duke approved (non-Duke) study abroad programs within portfolio
- Evaluate and assess the effectiveness of assigned programs
- Collaborate with Duke faculty to identify and develop new study abroad programs and initiatives
- Serve as non-voting, ex-officio member of the Global Education committee
- Coordinate external reviews for assigned semester programs and internal reviews for assigned summer programs
- Conduct site-visits to ensure compliance and academic rigor of Duke administered and Duke approved programs
- Perform risk management as rotating ‘director on call’ ensuring rapid response to student crises and emergencies abroad and in US
- Conduct data analysis projects via Tableau and other data analysis tools

### Selected accomplishments

- Served on management team for Duke’s campus-wide Winter Breakaway program: <https://winterbreakaway.duke.edu/>; co-designed and co-facilitated the ‘Working Across Cultures’ program
- Led team in redesign of pre-departure training for students into online modules deployed on Duke’s learning management system
- Revamped faculty training handbook/materials in coordination with health, safety, and security officer; assessed efficacy of training materials and mode of dissemination by conducting quantitative and qualitative assessments with faculty
- Coordinated efforts, in collaboration with domestic and international legal teams, to bring Duke in Madrid program in compliance with GDPR; these efforts serve as a template for other Duke European program sites
- Co-created annual “Black Experience Abroad” panel to showcase the experiences of black-identifying students and their experiences in foreign countries W: <https://bit.ly/2MwOuLO>

- Directed effort to revise the office's mission statement to better align with Duke's strategic goals through collaboration with Duke's Social Sciences Research Institute (SSRI)

### **Tableau Developer (intern)**

North Carolina State University, Friday Institute | Raleigh, NC | November 2020 – June 2021

- Collaboratively designed Tableau dashboards for North Carolina Teacher Support Program
- Cleaned data in Tableau prep and created work flows/outputs, conducted exploratory data analysis, calculated KPIs, designed layouts and visualizations of key metrics

### **Learning Designer**

Rumie Initiative | remote, based in Canada | September 2020 – December 2020

- Created content for micro-learning courses delivered globally through the Rumie platform <https://learn.rumie.org/jR/authors/soraya-campbell-lhxfm>
- Collaborated with an international, distributed team remotely to edit, refine, and publish relevant content based on a data-driven insights

### **Program Coordinator**

College of Charleston, Center for International Education | Charleston, SC | August 2008 – October 2013

- 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 South East Asia
- Served as Alternate Responsible Officer for J-1 exchange visitor program, Designated School Official (DSO) for international students on F-1 visas
- Created and maintained department's website and social media accounts (Facebook, Twitter, Blogs); founded the Center's annual study abroad photo contest
- Designed and supervised the Center's peer advising programs
- Executed institutional reporting process (ex. IIE *Open Doors*, the Center's Strategic Plan, and the Center's Annual Report)
- Coordinated the data collection/application procedures of the Center's study abroad scholarships
- Supervisor of a team of 4-5 temporary hires and interns

### **Senior Secretary**

University of Florida, International Center | Gainesville, FL | Jul 2003 - Aug 2005

- Assisted the Executive Director of the International Center and participated in the programmatic planning and operation of the various units of the Center
- Streamlined processing of all cooperative and reciprocal agreements with international institutions of higher education
  - Liaise with executive management, college Deans, and legal counsel to ensure proper procedures in processing agreements
  - Created a database that generated international agreement activity reports for each College and/or Department at the university
- Served as Alternative Responsible Officer (ARO) for J-1 Trainee international visitor program
- Standardized FSA-Atlas database records and verified accuracy with the SEVIS database system

### **PROFESSIONAL LEADERSHIP**

NAFSA: Association of International Educators

#### Education Abroad Liaison for Region VII | 2013-2016

- Organized programming for regional conferences including NAFSA created or 'home-grown' training programs; selected training programs, maintained contacts and obtained trainers, and consulted with regional and national NAFSA regarding curriculum
  - Established liaison with government officials to speak at the regional conference such as the Department of Treasury, the Department of State, and the Federal Bureau of Investigation
- Chair of the session proposal committee
  - Created policies, guidelines and best practices for the inclusion of proposals into the conference agenda
  - Converted session submission system from an online form-based submission to a dedicated conference management system (Cadmium); Set up, configured, and maintained all modules for proposal submission, review, scheduling, and agenda creation

#### Education Abroad subcommittee on under-representation | 2010-2013

- Review proposals for national conferences and set agenda regarding this topic
- Chair of the poster session on under-representation at the 2012 Annual NAFSA conference

#### Diversity Abroad

##### Session Committee Member: Annual Conference, New Orleans | 2015

- Vetted and selected session proposals and assisted in setting the agenda for the conference programming including student panels and workshops

#### School for International Training (SIT)

##### Partnership Council | 2021-2024

- Provide guidance and advice on the design, delivery, and assessment of SIT's experiential, field-based programs, and their integration into undergraduate degree curricula

#### **SELECT PRESENTATIONS**

- The Truth about Education Abroad: How Data Can Inform Practice | NAFSA Annual Conference, Washington, D.C., 2019
- Developing a Student-Centered Forum for Discussing the Black Student Experience Abroad | Diversity Abroad Annual Conference, Minneapolis, MN 2017
- Managing Up and Down to Advance Diversity & Inclusion in International Education | Diversity Abroad Annual Conference, Minneapolis, MN 2017
- Understanding Reciprocal Student Exchanges across Institutions and Nations | NAFSA Annual Conference, San Diego, CA 2014 W: <https://sites.duke.edu/intledexchangeresources/>
- (Invited panel): NAFSA 2014: Collegial Conversation on Diversifying Education Abroad Destinations

#### **SKILLS:**

Technical: Tableau, RStudio, Qualtrics, Atlassian Confluence, Trello, MeisterTask, Terra Dotta Systems, FSA-Atlas, SEVIS, PeopleSoft, Banner, MS Office Suite, G-Suite **Scripts:** SQL, R, Beginning Python, Basic CSS/HTML

Linguistic Skills: Advanced proficiency in Spanish (speak/read), intermediate proficiency (write); Advanced proficiency in Latin (write/read); Intermediate proficiency in Ancient Greek (write/read); Reading proficiency in Italian; Basic knowledge of German

**EDUCATION:****Graduate Certificate**

North Carolina State University, Raleigh, NC

Learning Analytics | Instructional Design

**Master of Arts, Latin**

University of Florida, Gainesville, FL

Thesis: *Interaction between Biography and Ethnography in Tacitus' 'Agricola'*

**Bachelor of Arts with Honors**

University of Florida, Gainesville, FL

Anthropology | Classics

**National Science Foundation Field School**

Veszto, Hungary

Archaeological Field School focusing on Neolithic nomadic tribes in the Békés basin of Hungary