

# ALISON CAMACHO

## SUMMARY

Dynamic higher education leader with 20+ years of experience driving international education initiatives, strategic partnerships, and program growth. Proven expertise in executing large-scale outreach and recruitment strategies, building and managing robust partnership pipelines, and gathering and analyzing data to inform decision-making. Skilled in developing targeted engagement campaigns, delivering compelling presentations, and reporting actionable insights to executive stakeholders. Adept at managing cross-functional teams, designing high-impact learning development programs, and leveraging technology to expand global access to education. Committed to advancing educational innovation and driving lifelong learning opportunities.

## TECHNICAL SKILLS

Google / Microsoft Suite  
Mailchimp  
Salesforce  
Learning Management Systems  
AI (ChatGPT, Diffit, Twee, MagicSchool, DALL-E)  
Zoom  
Hootsuite  
Adobe  
Click Up

## CONTACT

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## PROFESSIONAL CAREER

### Marketing and Outreach Manager

*English Language Programs - a program of the U.S. Department of State Administered by Georgetown University | remote | March 2022-present*

- Manage 5-person team to recruit new applicants, build ties with partner institutions, and involve current participants and alumni in Marketing and Outreach projects.
- Develop and execute strategic marketing campaigns across digital platforms (social media, website, email) to grow applicant pipelines and promote program visibility.
- Conduct targeted outreach to partner universities and organizations, building relationships to source new candidates and strengthen the program's network.
- Plan, coordinate, and represent the program at regional and national events (e.g., TESOL conferences, recruitment webinars, networking events) to enhance visibility and engage stakeholders. Oversee event logistics, including booth design and setup, outreach activities, and staff supervision, while delivering presentations, recruiting applicants, and negotiating opportunities for strategic collaboration.
- Create and implement reporting systems to track partnership engagement, campaign success metrics, and team deliverables for State Department stakeholders.
- Provide professional development and engagement opportunities for current program participants and alumni.

### Associate Director

*Savannah College of Art and Design | Atlanta, GA*

*July 2018 - March 2022*

- Led administration, operations, and strategic initiatives for SCAD's ESL program, overseeing faculty, student services, curriculum, and assessment.
- Recruited, trained, and evaluated a 12-member faculty team, conducting observations, providing mentorship and professional development, and ensuring high-quality instruction aligned with institutional goals.
- Developed partnership strategies to enhance student integration, including extended learning opportunities and campus collaborations.
- Designed and coordinated large-scale placement exams and assessment tools to ensure accurate student placement and success.
- Delivered courses on academic English, supporting students' transition into SCAD's degree programs.

# ALISON CAMACHO

## EDUCATION

Georgia State University  
Master of Arts in Applied Linguistics and  
English as a Second Language

The University of South Carolina  
Bachelor of Arts in International Studies

## PROFESSIONAL SERVICE

-English USA Board Member, At-Large  
Director, (07/2021 – 07/2024)  
-NAFSA Proposal Reviewer (2020 & 2021)  
-External Reviewer for Candidate Promotion  
(2017 - 2 candidates; 2020 - 1 candidate)  
-University System of Georgia – International  
Education Department. English Language  
Program Registration and Approval Forms  
Committee Review (2017)  
-Proposal Reviewer - TESOL 2013  
International Convention (2012)  
-IEF Scholarship Essay Review Committee -  
Georgia State University Office of International  
Affairs – Study Abroad Programs (2011 &  
2012)

## AWARDS AND HONORS

- Nominee: Women in International Education  
Awards, Unsung Hero Award, LEAD 5050  
(2020)  
-NAFSA Annual Conference Poster: Best in  
Content Delivery Award (2019)  
-Professional Development Scholarship, TESOL  
(2012)  
-Intensive English Program Outstanding  
Teacher Award, Georgia State University  
(2010)  
-Certificate of Appreciation, U.S. Embassy,  
Mexico City (2007)  
-Graduate Academic Excellence Award,  
Department of Applied Linguistics and ESL,  
Georgia State University (2006)

## PROFESSIONAL CAREER

### Director and Senior Lecturer

*Georgia State University | Atlanta, GA*

*August 2008 - July 2018*

- Directed daily operations, administration, and academic programming for a mid-sized Intensive English Program (IEP), including faculty hiring, student registration (Banner), academic advising, and student services.
- Supervised a four-member administrative team managing admissions, enrollment, marketing, student activities, and operations.
- Secured and administered over \$1.3M in U.S. Department of State and USAID grant funding, overseeing budgeting, reporting, logistics, event planning, and stakeholder engagement for multiple international training and exchange projects.
- Designed and executed recruitment and retention strategies, optimized enrollment projections, and scheduled 30–50 course sections per semester with 25+ instructors.
- Led strategic planning, budgeting, program restructuring, and faculty training, mentorship, and evaluations.
- Managed special academic programs, including graduate-level pre-business English and pre-LL.M. English initiatives.
- Served as primary liaison with key campus offices, including Admissions, International Student Services, Student Accounts, Registrar's Office, Auxiliary Services, and Sponsored Billing.
- Taught a wide range of ESL courses (all skills, all levels) to pre-matriculated international students.

### English Language Fellow

*A program of the U.S. Department of State | Durango, Mexico*

*September 2006 - July 2007*

- Trained and mentored in-service and pre-service teachers through seminars, workshops, classroom observations, and curriculum development initiatives.
- Evaluated a pilot English program for public primary schools, providing recommendations to education officials and organizing conferences to promote international exchange programs.

### Additional Teaching & Training Roles

- *University of Florida*
- *Georgia Institute of Technology*
- *Kaplan Test Prep*,
- *Japan Exchange and Teaching Program (Toyama, Japan)*