

Wenonah Echelard

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Professional with 10 years of experience in international education and program management and a passion for designing immersive education experiences that empower learners, foster intercultural learning, and facilitate cross-cultural exchange

EDUCATION

- Certificate**, Advising J-1 Exchange Visitors, NAFSA 2021
- Master of Arts**, International Education Management & Spanish Studies, *with distinguished honors* 2020 - 2021
Middlebury Institute of International Studies | Monterey, California
- Bachelor of Arts**, French & Spanish Language and Literature, *magna cum laude* 2008 - 2012
Allegheny College | Meadville, Pennsylvania

INTERNATIONAL EDUCATION MANAGEMENT EXPERIENCE

- Program Analyst, Design & Assessment**, Notre Dame International | South Bend, Indiana (remote) January 2021 - Present
- Collaborated in a team of three to deliver a holistic program design and assessment proposal aimed at increasing student learning outcomes in intercultural competency during short-term programs abroad
 - Designed bespoke curriculum and implemented asynchronous virtual training course on Canvas to prepare students for NDI experiential learning programs
 - Devised a comprehensive program model, leveraging Theory of Change and Program Logic Models, to align stakeholders around explicit student learning objectives and expand the formative assessment of global competencies across 17 programs
- Vice President, B.U.I.L.D.**, Middlebury Institute of International Studies | Monterey, California August 2020 - Present
Middlebury Institute (MIIS) Foreign Language & Culture Club
- Engaged MIIS students through innovative language-centered programming, events, and community-building initiatives
 - Recruited club members, coordinated class schedule, managed budget, and fielded ongoing teacher and student inquiries
- Assistante de langue vivante**, French Ministry of Education (TAPIF) | Périgueux, France September 2013 - May 2014
- Planned and instructed interactive courses for native French speakers in middle school, high school, and post-baccalaureate programs to increase English reading, writing, speaking, and listening skills
 - Lectured on topics ranging from English grammar and syntax to American politics and literature in a citizen diplomat capacity to bolster knowledge and attitudes about the US and strengthen students' intercultural competencies
 - Monitored and recorded academic data to track and assess students' linguistic and socio-emotional development
- Bilingual Associate Educator**, Minneapolis Public Schools | Minneapolis, Minnesota August 2012 - July 2013
- Facilitated communication and collaboration between the administration and Spanish-speaking community to support inclusion and advocate for the needs and concerns of ELL students and families
 - Reinforced classroom learning and supplemental educational support programs to improve students' interpersonal skills and facilitate a safe, inclusive, and productive learning environment for the ELL community
- Monitrice**, Concordia Language Villages (Lac du Bois) | Minnesota June 2010 - August 2012
- Developed and instructed inductive curriculum in language and cultural immersion program at French summer camp for middle and high school students to increase foreign language skills and bolster attitudes rooted in intercultural competence
 - Evaluated student progress in foreign language and intercultural competence through holistic, formative assessment
- Teaching Assistant**, Allegheny College French & Spanish Depts. | Meadville, Pennsylvania August 2011 - May 2012
- Improved students' communicative competence in French and Spanish through interactive and individualized instruction
 - Advised incoming language majors to help them navigate university's global programming and international career planning

INTERNATIONAL PROGRAM MANAGEMENT EXPERIENCE

- International Marketing Manager**, Glossier | based in New York, New York October 2017 - January 2020
Glossier: fast-growing beauty start-up founded in 2014, now valued at over \$1.2 billion
- Developed and implemented expansion playbook against President and Chief Marketing Officer's directives and corporate revenue goals, ultimately executing 6 new market expansions in the UK, Ireland, Sweden, Denmark, France, and Canada
 - Supervised local community engagement strategies, event programming and production, as well as strategic corporate partnerships to grow customer base, scale global engagement, and increase global business revenue
 - Obtained, analyzed, and presented consumer and market data to provide basis for informed business decisions and strategic planning using a combination of qualitative surveys and quantitative interpretation tools like Google Analytics and Looker

- Strategized business cases for new market entry and achieved localized brand positioning per market through extensive consumer and market research
- Led marketing strategy across Europe, from ideation through to execution of product launches and brand campaigns, to build awareness among target customer base, industry, and media; develop scalable marketing strategies; and enable maximum growth in new international markets

International Marketing Manager, Tictail (acquired by Shopify) | New York, New York August 2016 - October 2017

Tictail: global e-commerce marketplace for independent brands and entrepreneurs in over 140 countries

- Designed and executed relationship strategies and global programming that supported growth and success of over 10,000 entrepreneurs from 140+ countries on the marketplace, implementing email marketing tactics and campaigns to increase engagement and incentivize repeat behaviors
- Managed cross-functional international community engagement efforts, facilitated strategic brand and community partnerships, and developed and maintained local networks in all new markets to grow international seller and customer base on the marketplace
- Leveraged consumer and market data to set strategic direction of global web content, retail calendars, and digital campaigns for five international markets
- Directed localization efforts in collaboration with both product and marketing teams to develop and facilitate company-wide translation process & tone of voice guidelines in 10 languages

Trilingual Customer Success & Insights Manager, Tictail | New York & Stockholm, Sweden May 2015 - August 2016

- Devised community outreach, engagement and support strategies for English, French and Spanish-speaking entrepreneurs and shoppers in order to provide best-in-class customer service experience
- Performed regular user feedback analysis and presented recommendations to leadership teams to enhance user experience, strengthen global community engagement, and increase customer satisfaction

PROFESSIONAL QUALIFICATIONS

Technical Skills	<p>Platforms: Canvas, Salesforce, Zendesk, Looker, Google Analytics, Sisense, Metabase, Mailchimp, SendwithUs, Canva, Adobe Photoshop, Microsoft Office products, Notion, Monday.com</p> <p>Programming: Excel (advanced), SQL (intermediate), HTML (intermediate), CSS (intermediate)</p>
Key Competencies	Strategic planning, project management, event production & planning, customer relationship management, data analysis & visualization, customer service, strategic partnership management, community-building, intercultural competence training & assessment, retention marketing
Relevant Coursework	Program Design & Assessment, Logic Model Frameworks, Survey Design, Data Interpretation & Presentation, Foreign Policy in Latin America, Comparative International Education, Managing People & Resources in Cross-Cultural Contexts, Developing Intercultural Trainings in Organizations, Marketing & Recruiting, Teaching Foreign Languages (TFL), Fundraising, Anti-Racism in Praxis
Foreign Languages	<p>Advanced high: French, Spanish</p> <p>Novice low: Mandarin, German, Swedish</p>
International Experience	<p>Work Abroad: Stockholm, Sweden; Paris, Bordeaux, Lyon, Périgueux, France; London, Brighton, Manchester, Oxford, United Kingdom; Copenhagen, Denmark; Dublin, Ireland; Edinburgh, Scotland</p> <p>Study Abroad: Rajasthan, India (Experiential Learning Seminar); Seville, Spain (Center for Cross-cultural Studies); Angers, France (Université Catholique de l'Ouest)</p> <p>Personal Travel: Israel, Palestine, Turkey, The Netherlands, Canada, Puerto Rico, Greece, Italy</p>

RESEARCH

- **Building Bridges to a Better Future: Bilingual Education for Citizenship in Conflict Zones**, a case study of bilingual education network Hand in Hand in Israel and Gaelscoileanna in Northern Ireland
- **Evaluating Identities**, a case study of asset-based student evaluation tools at SOS Outreach and UC Santa Cruz
- **La Educación Intercultural Bilingüe**, a comparative analysis of English Language Learning and Intercultural Bilingual Education in Chile and Peru
- **Género y violencia en la construcción del sicario: el caso de Colombia (1990-2000)**, presented at University of Pittsburgh's 8th Undergraduate Research Symposium on Latin America and the Caribbean on March 16, 2012
- **Through the Autofictive Lens: The Films of François Ozon and Pedro Almodovar**, semester-long independent research project written in French and Spanish, culminating in 62 pages, orally defended and passed in both languages on May 2, 2012