

# Misook Kim Rylev



## Global Threads Local Ties

SIEBA HUI 25-26 JUNE 2024

### Speaker Bio:



**International Student Director,  
Rosmini College, Auckland**

Topic: Marketing and Brand  
Awareness

With over 20 years of experience in the International Education Sector in Auckland, New Zealand, I consider myself incredibly fortunate to be an integral part of this vibrant community. This journey has granted me the privilege to not only promote this, unique and outstanding destination as a place to study, but also as a place to work and live. Welcoming international students from diverse backgrounds, I am dedicated to assisting them in achieving their goals and realizing their dreams.

I hold the responsibility for the development and execution of the international marketing strategy and plan at Rosmini College, aligning with our internationalization education objectives. Overseeing daily operations and managing the International Department, I ensure adherence to best practices and compliance with the Education (Pastoral Care of International Students) Code of Practice.

In my role, I devote significant time to traveling to key recruitment markets, collaborating with agents and partners to foster a diverse international student body at Rosmini College.

My extensive background in international education and marketing, including government-level experience working at the Auckland Council peak body agency, has taken me to over 20 countries and enriched my understanding of global education dynamics.