

Samuel M. Luby, CEP

Shanghai, China & St. Paul, Minnesota

samuel.luby@outlook.com – 651.592.3341 (U.S.) - +86 175.0164.1000 (China)

Employment History – Full Time

Shanghai United International School, Gubei Campus

Head of University Guidance Counseling

Shanghai, China

Aug. 2020 – Present

University of California

Berkeley (UC Berkeley), International Admissions External Reader (India & Southeast Asia)

San Diego (UCSD), International Admissions External Reader (China)

San Diego (UCSD), International Admissions External Reader (China)

Remote

Oct. 2021 – Present

Oct. 2020 – March 2021

Oct. 2019 – March 2020

Three W International

Director of Student Affairs & College Counseling

Director of Student Affairs

Remote: Beijing China & St. Paul, Minnesota

Oct. 2018 – Aug 2020

July 2017 – Oct 2018

Hobsons: Education Advances

Senior Product Specialist (Admissions)

Cincinnati, Ohio

Sept. 2015 – Sept. 2017

Zhejiang University

Study Abroad Graduate Program Adviser and Adjunct Professor

Hangzhou, China

July 2014 – July 2015

Gustavus Adolphus College Center for International & Cultural Education

Study Abroad Adviser

St. Peter, Minnesota

Aug. 2013 – June 2014

Employment History – Project-Based Contracts

I run my contracts through a self-owned LLC based in Minnesota, [Dual Passports LLC](#). All positions and projects are conducted remotely

UCEazy: Program Consultant, Interpersonal Development

June 2021 – Present

NYU Shanghai: Marketing Coordinator & Freelance Writer

Aug 2020 – March 2021

Inspire Taiwan: Co-Founder

Dec 2019 – Present

Concordia University Irvine: Program Consultant

July 2020 – Aug 2020

Professional Experience

Higher Education & Secondary School Admissions

- Director of University Guidance Counseling for a prominent IB high school in Shanghai of 1,000+ students. Oversee college readiness classes, personal 1-1 college guidance of 25-40 12th graders each year, and various school responsibilities
- 1st Round Reader for 2,000+ international applications for UC Berkeley in 2021-2022. 1st & 2nd Round Reader of over 3,000 international (Chinese) 1st year applications for UC - San Diego in 2019-2020 and 2020-2021
- Served 13 international Chinese schools from 2017-2019 leading Three W's College Counseling program helping students (300+) and counselors (15+) learn about the U.S., Canada, and U.K. admissions process through workshops and classes
- Working with Chinese agencies, recruited and personally served 115 college abroad-bound students in 2019 (year 2), 92 students in 2018 (year 1), with a 112 by the end of year 3 (2020).
- As Director of Student Affairs, led the international admissions marketing efforts in China for 76 of our U.S. and Canadian secondary schools from 2017-2019. This included a 10-month event calendar each year averaging 85 events, creating material (Canva, PPT, Video), and training & implementing staff members to facilitate these events throughout China
- At Hobsons from 2015 - 2017, assisted over 100 universities notably Northwestern, George Mason, and UC San Diego with their digital admissions strategy including recruitment efficiency, communication, and application & decision management

Global Readiness Teaching: Students & Organizations

- At SUISS Gubei, creator and head teacher of our university and career readiness programs intended for G9 – G12 students. This includes training the teaching team of five and overseeing the eight teaching hours a week
- Project manager and teacher of Three W's college readiness curriculum. It consists of 5 units, 90 hours, and an instructor & student workbook. Taught and implemented it from 2017 – 2020 in Three W's various partner Chinese schools
- Self-designed and taught a 120-hour, 60 lessons, American high school pre-departure program aimed at preparing Chinese students to study abroad in American high schools, including the training of 4 instructors on how to digitally use the material
- Served as U.S. admissions counselor for Zhejiang Engineering students planning to do their last 2 years in the U.S. or for graduate students. Helped 18 students gain admission in June 2015 including: UCLA, University of Minnesota, and University of Michigan
- Beginning to end student adviser for 100+ Gustavus Adolphus students planning to study abroad in the 2013-2014 academic year

Project Management (including Marketing & Curriculum Development)

- Created, implemented, and facilitated university program development efforts for Wake Forest University (Fall 2017) and Vanderbilt University (Fall 2018) in Beijing and Suzhou, China during Three W International role
- Asana, Google Drive, Canva, and OneNote: Numerous project manager roles from 2017-2020 completing the following products: Koi & Inspire Institute non-profit education entity, 2018 Vanderbilt Peabody Summer Symposium, 2018 & 2019 Annual International Education Marketing Strategy plan, 5 Unit, 90-hour College Readiness curriculum, and more
- Research and marketing coordinator for our China-based team producing data-driven reports, presentations, and pamphlets documenting the current undergraduate international population in the U.S., our program alumni's success, and outlook of admissions and international education industry trends. **Canva Portfolio on request**
- Presided and coordinated the College's annual study abroad fair (Fall, 2013) inviting over 80 different study abroad representatives and achieving a record-high attendance of 311 students

Supervisory & Leadership Experience

- Currently lead a team of six university guidance counselors in Shanghai United International School – Gubei campus.
- 2017 – 2020 supervising experience including: 1 full-time & 2 part-time Program Advisers, PT remote staff (14) for marketing and college counseling purposes across greater China, and a PT teacher trainer consultant team (3) coordinating teacher workshops and professional learning opportunities. This also includes the training of 15+ external (school-based) counselors.
- Manager of department's business plan for FY2019 with 11 full-time employees and expected revenue of 1,115,625USD
- Team Leader & supervised new hire (or new to Radius) product and implementation Radius training. Facilitator of bi-weekly on-going trainings for Radius updates for all Hobsons team members and contribute to the creation of product documentation

Education and Certifications

- | | |
|---|-----------|
| • Certified Educational Planner (CEP), <i>American Institute of Certified Education Planners</i> | 2021 |
| • College Counseling Certification, <i>University of California, San Diego</i> | 2021 |
| • IACA Career Advising Certification, <i>Kuder</i> | 2020 |
| • Domestic & International Admissions Application Training, <i>University of California – San Diego</i> | 2019 |
| • Official HSK 4 Certification, <i>Chinese Hanban 汉语水平考试</i> | 2019 |
| • Master of Science in International Education, <i>Concordia University Irvine, Irvine, California</i> | 2015 |
| • Teaching English as a Foreign Language (TEFL) Certification | 2014 |
| • Bachelor of Arts in History, <i>Gustavus Adolphus College, St. Peter, Minnesota</i> | 2014 |
| • One Year Language Exchange Program (Korean), <i>Yonsei University, Seoul, South Korea</i> | 2012-2013 |

Publications and Professional Memberships

- | | |
|--|-----------------------|
| • Independent Educational Consultants Association (IECA), Professional Member | Oct 2021 - Current |
| • International Association of College Admissions Counseling (IACAC), Member | August 2020 - Current |
| • HECA 2021 Conference: Current State of International Secondary Education, China Field Report | April 2021 |
| • Gap Year Association (GYA): State of the Field Report, 2020 & 2021 | 2020 - Current |
| • Gap Year Association (GYA), Member | 2020 - Current |
| • NAFSA 2018 Conference: Navigating the Chinese Secondary School Minefield | May 2018 |
| • World Council of Comparative Education Societies: The high school study abroad industry | August 2016 |
| • Graduate Thesis Defense: Chinese students' opinions and perceptions of secondary school study abroad | August 2015 |