

Contact

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Top Skills

Leadership
Innovation
Strategy

Certifications

COVID-19 Contact Tracing
CELTA
Immigration Law

Jay R. Ligon

International Director at Louisiana Tech University | Innovative
Problem Solver | Customer Focused

Ruston

Summary

Global strategist with 8 years experience in marketing, and management, Jay has worked with and served students from over 100 countries. He works tirelessly in support of diversity and inclusion. Jay loves customer-focused innovation and his marketing efforts are always driven by personalization and authenticity.

Jay graduated Psi Chi International Honors Society of Psychology in 2020 with a 3.909 GPA in Industrial & Organizational Psychology while serving as director of international student & scholar services at Louisiana Tech University. He is currently pursuing an MBA, which will be his second masters degree.

Currently Jay Ligon is serving as Director for International Student & Scholar Services at Louisiana Tech University. He also functions as President of Friends of the Lincoln Parish Library and Chair of International Recruitment and Marketing at AACRAO. Jay is always open to new challenges and opportunities to grow.

Experience

Friends of the Lincoln Parish Library

President

March 2021 - Present (1 month)

Ruston, Louisiana, United States

Develop revenue streams for the public library

Provide leadership for the corporation and our members.

AACRAO

Chair, International Recruitment and Marketing

May 2020 - Present (11 months)

Louisiana Tech University

Director of International Student and Scholar Services

July 2017 - Present (3 years 9 months)

Ruston, Louisiana

Utilized Zoom and Google Team Drives to maximize virtual team performance during COVID

Team developed 600+ ideas for alternative recruitment/marketing efforts due to COVID

Utilized Zoom, GroupMe, collaborative playlists on Spotify, video collaborations, Reddit, Twitter, Facebook and Instagram to engage international community during lockdown

Fundraised to help international students experiencing economic hardships due to COVID

Developed international recruiting and marketing strategy resulting in 12% growth in international undergraduate enrollments, upending a 46% drop prior to my employment.

ELS Educational Services, Inc

4 years 1 month

Director of Center Sales

February 2017 - June 2017 (5 months)

Princeton, New Jersey

Report directly to executive leadership

Created Strategic Domestic Recruitment Plan for North American operations (60+ language centers)

Performed on numerous cross functional teams

Center Director at ELS\Houston Clear Lake at University of Houston - Clear Lake

August 2015 - February 2017 (1 year 7 months)

Houston Clear Lake

Led center through turnaround

Regained support of key external stakeholders

Elevated customer satisfaction into the top three of all US centers (60+ Language Centers)

Achieved highest student referral rate within North American operations

Developed new revenue streams

Center Director at ELS\Ruston at Louisiana Tech University

June 2013 - August 2015 (2 years 3 months)

Ruston, Louisiana

Led center through turnaround

Achieved a 72% increase in Full-Time Enrollment

Maximized retention to become #1 center for retention in the USA (60+ Language Centers)

Created the ELS and Louisiana Tech International Pathways Certificate.

Trained and supported Center Directors, as needed

Jeju National University, Foreign Language Institute

Senior Instructor at Jeju National University

June 2007 - July 2010 (3 years 2 months)

Jeju-Du, South Korea

International placement

Education

Louisiana Tech University

Master of Arts - MA, Industrial and Organizational Psychology · (2018 - 2020)

University of Houston

BA, Advertising · (2000 - 2004)

British Council

Celta · (2010 - 2010)

John Hopkins University

COVID-19 Contact Tracing , COVID 19 · (2020 - 2020)