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El Gouna, Egypt

Omar Y. Khalayleh

Professional Experience

MENA Region

Feb, 2024 - Current

FREELANCE EDUCATIONAL CONSULTANT (UAE & KSA Strategy)

- Provided expert consultation to global investment firms and consultancy groups, under strict non-disclosure agreements, on the feasibility of establishing K-12 boarding and day schools in Saudi Arabia, the UAE and Egypt.
- Advised on market entry strategies, competitive landscape analysis, brand differentiation and family demand forecasting within the GCC region.

Manara School, El Gouna, Egypt

Nov, 2022 - Current

FOUNDING DIRECTOR OF ADMISSIONS & FINANCIAL AID and INTERIM DIRECTOR OF MARKETING

- Established and developed the complete admissions process for Manara School, leading a team of 8 members.
- Collaborated with developers to create a custom admissions CRM, streamlining processes and reducing repetitive tasks, allowing a focus on finding exceptional students.
- Achieved an 8% acceptance rate, 82% yield rate, and 96% retention rate in the first year, maintaining these metrics into the second year, and competing with metrics of top schools around the world.
- Partnered with NGOs to recruit students across Egypt, successfully receiving applications from 25 out of 27 governorates.
- Ensured a diverse student body in the second year with representation from 18 out of 27 governorates and varying financial backgrounds.
- Developed a financial aid system tailored to the specific needs and circumstances of the country, enhancing accessibility for applicants.
- Prepared and presented regular reports to the Board of Trustees, adjusting strategies to align with institutional needs and goals.
- Initiated a language inclusion program to remove the English-language barrier, promoting equity for applying students, and successfully enrolling 2 students from the program.
- Managed the admissions office and financial aid budgets of \$2.5 million USD, meeting all financial targets throughout the process.
- Facilitated international student outreach to 6 different countries, including Saudi Arabia, UAE, Qatar, Oman, the USA, the UK, and Canada with agent partnership, school fairs, and scholar programs.
- Secured Manara School's participation in the ARAMCO annual boarding school fair, enhancing visibility and recruitment opportunities for the institution.
- Collaborated closely with the marketing team to identify and address gaps in the applicant pool and enhance outreach efforts through adjusting media buying, creating unique marketing material, and leading collaborative marketing campaigns.
- Navigated government procedures related to student registration, ensuring compliance and smooth enrollment processes.
- Implemented a professional development plan for team members, fostering individual growth while enhancing overall team effectiveness at Manara School.
- Spearheaded the marketing strategy at Manara School, Egypt, driving innovative content creation and strategic media buying to enhance brand visibility and engagement across multiple platforms.
- Drove organic traffic growth with a 69% engagement rate, reflecting a strong alignment between audience interests and our content offerings.

- Cultivated a vibrant Instagram community, growing followers by 35% and generating 6.9 million views effectively leveraging visual storytelling to connect with our audience.
- Expanded our Facebook reach by 105%, achieving a remarkable 38 million views and a 233% increase in engagement
- Captured 2.3 million views on YouTube, enhancing brand awareness and driving interest through engaging video content that resonates with prospective students and their families.

King's Academy, Amman, Jordan

Aug, 2018 - Oct, 2022

ASSOCIATE DEAN OF ADMISSIONS & INTERNATIONAL STUDENT RECRUITMENT

- Led marketing and recruitment efforts across diverse regions, including Asia (China, Korea, Japan, Vietnam, Thailand, Malaysia, Indonesia), Saudi Arabia (Jeddah, Riyadh, Aramco), Africa (Morocco, Nigeria, Kenya, South Africa), South America, and the UK.
- Increased international student intake 100% from various international markets.
- Developed and introduced an engaging admissions character, "Omer the Admissions Guy," featured in King's Academy's award-winning admissions videos, which received the Golden Award at CASE for innovation and also increased inquiries by 65%, applications by 33%, and created an internationally recognized brand.
- Spearheaded the Student Ambassador Program at King's Academy, collaborating with the Office of Student Life and Advancement to recruit a diverse range of student, alumni, and parent representatives, ensuring socio-economic, cultural, and geographical diversity.
- Facilitated the admissions committee's selection of faculty volunteers, promoting diverse perspectives in the evaluation of applicant files and feedback discussions.
- Designed a comprehensive marketing and communication flow plan for all admissions events, emails, and publications, enhancing outreach and engagement.
- Served as a liaison between the Office of Admissions & Financial Aid and the Office of Communications, ensuring seamless collaboration and information sharing.
- Active member of the TABS Marketing Board, contributing to strategic marketing initiatives and best practices within the boarding school community.

King's Academy, Amman, Jordan

Aug, 2017 - July, 2018

INTERNATIONAL STUDENT RECRUITMENT MANAGER

- Led marketing and recruitment initiatives across multiple regions, including Asia (China, Korea, Japan, Vietnam, Thailand, Malaysia, Indonesia), Africa (Morocco, Nigeria, Kenya, South Africa), South America, and the UK.
- Coordinated bi-annual marketing events in Asia, Africa, Saudi Arabia, and the UK, collaborating with high-profile figures. Responsibilities included venue selection, event marketing, and leading events featuring honorary guests such as Ambassadors, Royalty, and top CEOs, bringing in higher international student enrollment and broadening our donor-base.
- Worked closely with agents and consultants during international admissions travel, negotiating contracts and organizing visits, events, and presentations to enhance recruitment efforts.
- Presented at various conferences/professional development events hosted by the Enrollment Management Association, focusing on recruitment strategies in the Middle East and the impact of innovative digital marketing approaches.

King's Academy, Amman, Jordan

Aug, 2015 - July, 2017

INTERNATIONAL STUDENT RECRUITER & SSAT COORDINATOR

- Led marketing and recruitment efforts in Southeast Asia (Vietnam, Thailand, Malaysia, Indonesia), Africa (Nigeria, Morocco, Kenya), and the UK.
- Introduced the SSAT for the first time in Jordan and at King's Academy by certifying the academy as an official testing center through the Enrollment Management Association (EMA). This involved demonstrating proper testing protocols in the presence of an EMA representative and collaborating with operations and academic departments.

- Led the Merit Scholarship and Young Women's Leadership Award programs, developing a robust selection system to identify top candidates based on academic performance and character assessments, ultimately increasing the intake of middle-class families through the admissions funnel.

King's Academy, Amman, Jordan

Aug, 2013 - July, 2015

ADMISSIONS OFFICER & INTERNATIONAL STUDENT RECRUITER

- Led marketing and recruitment initiatives across Southeast Asia (Vietnam, Thailand, Malaysia, Indonesia), Saudi Arabia (Jeddah, Riyadh, ARAMCO), and the UK, organizing tailored events and presentations through collaboration with agents, consultants, parents, alumni, and school visits.
- Leveraged data analytics to track recruitment efforts and assess return on investment, optimizing strategies for enhanced effectiveness.
- Collaborated with cross-functional departments, including Finance, Marketing, and Advancement, by co-hosting events and managing budgets for advertising and expenses.
- Guided families throughout the admissions application process, facilitating interviews, follow-ups, and personalized family meetings to enhance engagement and support.
- Developed, organized, and implemented comprehensive recruitment strategies, driving successful outreach and candidate engagement.
- Thrived under pressure and met tight deadlines, effectively balancing international recruitment responsibilities with local recruitment and office duties.
- Contributed to the Admissions decision-making process as a member of the Admissions Committee, evaluating and assessing applicant files.
- Created and delivered informative presentations for prospective students during open days and personalized family meetings, effectively communicating the value of the institution.

King's Academy, Amman, Jordan

June - Aug, 2009 - 2012

TEACHER & COUNSELOR (Part-time)

- Taught English as a Second Language (ESL) to underprivileged students in Jordan, enhancing language skills and fostering academic growth.
- Assisted program leaders with the organization and implementation of educational initiatives, ensuring smooth operations and effective delivery.
- Directed student plays and dance performances, promoting creativity and self-expression while enhancing students' confidence and teamwork skills.

Williams College, Williamstown, MA, USA

Sep, 2009 - June, 2013

DEVELOPMENT OFFICE SPECIALIST (Part-time)

- Organized and executed annual alumni reunions and parent weekends, ensuring successful events that fostered community engagement.
- Edited and compiled reunion books and publications, maintaining accurate and updated information in the alumni database to enhance communication and outreach.
- Cultivated strong relationships with alumni and parents, promoting continued involvement and support for the institution.

Education

Bachelor of Arts; Political Science & Mystic Maritime Program

WILLIAMS COLLEGE, Williamstown, MA, USA

High School Diploma

Deerfield Academy, Deerfield, MA, USA