

LUONG K. RITZKE

DIRECTOR OF MARKETING & BRAND DEVELOPMENT

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Results-focused marketing/business development leader with 15+ years of international experience in executing innovative, data-driven marketing campaigns, events, and messaging to drive recruitment and growth in the higher education sector.

Higher Education Administration and Marketing: Proven track record of managing both brand-building/marketing initiatives and operational activities (including staffing, curriculum development, and teaching) for multiple higher education programs.

Multilingual and Multicultural Marketing Skills: Leverage language skills and deep understanding of diverse cultures to design differentiated brand messaging and events that generate engagement and elevate brand profile across various market segments.

CORE COMPETENCIES

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| • Strategic Planning & Execution | • Operations Management | • Strategic Partnerships & Alliances |
| • Sales & Marketing Strategy | • Brand Development & Positioning | • Continuous Process Improvement |
| • Higher Education Teaching | • Digital & Social Media Marketing | • Budgeting & Forecasting |
| • Program/Project Management | • Event Planning & Management | • Performance Management |
| • Curriculum Development | • Public Sector Agencies Relations | • Team Building & Training |
| • Account-Based Marketing | • Market & Competitive Intelligence | • Multilingual (English, Mandarin, Malay) |
| • Student Recruitment Programs | • Content Localization | |
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KEY ACHIEVEMENTS

- Drove targeted marketing campaigns for the Avatar Nutrition app's 90-day transformation challenge, attracting **3K+ participants** (of whom **50%+ engaged with the app weekly** to track their progress).
 - Spearheaded event marketing efforts (workshops, seminars, and exhibitions) for Limkokwing Institute of Technology's Diploma in Fashion and Apparel Design, with **100% of workshop participants converting to full-time students**.
 - Achieved a **60% improvement in student recruitment** for Limkokwing Institute by devising and implementing a campus-wide recruitment event in collaboration with major national media partners, **successful 5 years** of academic accreditation in compliance to Malaysia Ministry of Education and Immigration requirements.
 - Grew the Business Department at Limkokwing Institute **from 48 to 200 students in a year** and **graduated six cohorts** for the Business and Computer Science programs (comprising **~250 students**) over 4 years.
 - Helped generate a **net profit of ~\$1.1M in the first year** of tenure at HexzaChem Sarawak by maintaining a consistent **90%+ monthly production yield**, updating **collections to under 90 days per account**, and recovering **\$1.8M of a \$5M+ bad debt**.
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PROFESSIONAL EXPERIENCE

Avatar Nutrition, Austin, TX

Marketing Liaison

Dec 2020 to Present

- Leveraged critical insights from market and competitive analyses to devise innovative marketing strategies that targeted new customer segments and drove market penetration and expansion across the North American market.
- Made strategic recommendations on the development of differentiated product pricing and features to increase its competitiveness across various target markets.
- Collaborated with diverse stakeholders such as the National Academy of Sports Medicine (NASM), gyms, and other private bodies to facilitate licensing of the app's API to personal trainers.

Apple, Inc., Austin, TX

AI/ML Annotation Analyst

Nov 2019 to Jul 2021

- Delivered critical operational support in enhancing the overall SIRI customer experience by utilizing various data analytics support tools to transcribe audio files and evaluate SIRI responses and language usage against set guidelines.

Accenture Flex, Austin, TX

Content Analyst - Facebook

Jan 2018 to Sep 2019

- Supported the Facebook user community by analysing content against Facebook Community Guidelines, enforcing against violating content, and providing account-related support while meeting all SLAs for decision turnaround time and accuracy.

Volt Workforce Solutions, Austin, TX

Learning Expert Specialist - Apple

Jul 2017 to Nov 2017

- Assisted call-in customers with initial setup and troubleshooting of their new Apple devices (iPad iPhone, Apple Watch), including providing information on various product features relating to operations, productivity, and entertainment.

National Wound Care Consultants, Austin, TX

Remote Administrator

Nov 2016 to Jun 2017

- Performed multiple administrative activities – including budgeting, procurement, HR, communications and correspondence, and information systems (IS) management – for 3 Executive Directors and 5 Nurses.

Raffles College of Higher Education, Kuala Lumpur, Malaysia

Program Coordinator | Head of Business School

Jun 2013 to Dec 2015

- Provided strategic direction and leadership for marketing and business development, curriculum development and teaching, and day-to-day operational management of the Business Department and the Advanced Diploma in Business program.
- Developed and implemented innovative marketing campaigns, events, and materials to drive student recruitment and elevate the brand profile of the department and diploma program.
 - Collaborated with the Design team on creating various marketing and communications materials such as videos, brochures, booklets, and websites for secondary school students and roadshows.
 - Planned and managed recruitment drives, involving organization of career talks and seminars, networking with industry leaders and audiences, and exhibiting current students' work to generate interest in the department's programs.
- Administered and drove continuous improvement in curriculum development, exam/assignment moderation, credit transfer management/advanced standing, and student internship/industrial placement negotiation and management.
- Prepared and managed the budget for departmental inventory, suppliers, guest lectures and visitors, and seminars and public events, in addition to supporting internal/external employee hiring and supervising junior lecturers.

Limkokwing Institute of Creative Technology, Kuching, Malaysia

Program Leader | Head of Business School | Marketing Executive

Sep 2006 to Jun 2013

- Strategized and executed all marketing and recruitment initiatives while overseeing the operational and financial management of the Business Department, the Computer Science Department, and Language School.
- Partnered cross-functionally with multiple campus-wide stakeholders – including other Heads of Department, the campus F&B operation, Sales, and Finance – to manage and optimize all aspects of non-academic campus operations and government agencies.
- Directed the Marketing Department in crafting and executing compelling marketing programs and events to promote the Institute's academic programs to school leavers.
 - Organized diverse events – including fashion runways, student workshops, mass communications seminars, architecture and design exhibitions, public talks, and open days – to engage with and attract school leavers.
 - Led the end-to-end planning and execution of roadshows in Indonesia, Singapore, and African continent to raise the Institute's profile among international students. Liaising with foreign Education Ministry officials on academic and immigration issues.
- Oversaw recruitment and performance management of academic staff while managing the strategic relationship with a UK-based partner university to facilitate localization of their program content and coordinate student internship placements.

ADDITIONAL EXPERIENCE

Senior Sales Executive • HexzaChem Sarawak, Kuching, Malaysia

Marketing Executive • Yung Kong Galvanizing Industries, Kuching, Malaysia

Career Placement & International Students Officer • INTI College Sarawak, Kuching, Malaysia

EDUCATION

Master of Business Administration (MBA) • Curtin University of Technology, Perth, Australia (AACSB accredited)

Bachelor of Commerce (BCom), Majors in Marketing Management and Business Management • University of Otago, Dunedin, New Zealand (EQUIS & AACSB accredited)

TECHNICAL SKILLS

Adobe Creative Suite (Photoshop, Illustrator, InDesign) • Microsoft Office Suite (Word, Excel, PowerPoint, Outlook, Publisher), Operating Systems (MacOS, PC)