Simon Crosthwaite

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**Personal Profile:**

An experienced Director of Studies and (EFL) English as a Foreign Language Teacher with an accomplished sales management background, and excellent communication skills.

**Education:**

November 2008

CELTA (Certificate in English Language Teaching English to Speakers of other Languages) University of Cambridge Esol Examinations International House, London

Acquiring both the principles of effective teaching and the practical skills for teaching English to adult learners - in a real teaching context.

September 1995 - May 1998: University of Surrey, Roehampton ( Campus )

BA Hons in Humanities Roehampton Lane, London

1985 - 1992: Reeds School, Sandy Lane, Cobham, Surrey

3 A-levels

5 GCSE’s at grade C or above including French, Maths and English

**Teaching Experience**

April 2009 to present Radcliffe College 185 Oxford Street

**Director of Studies**

* Responsible for all academic issues relating to college education. Ensuring adequate resources for both teachers and students course materials and supplementary materials. Experience in teaching all levels, main levels elementary and upper – intermediate including I.E.L.T.S preparation
* Involved in the recruitment of all new teaching staff -being responsible for inductions and their initial and on-going training throughout all levels of English.
* Student Welfare – being a personal contact for all college students- responsible for their welcome and induction.
* Organised accreditation and examination procedures with organisations such as ASIC and Cambridge.

July 2006 to September 2008 Financial Times Conferences

Number One Southwark Bridge London

**Delegate Sales Manager**

Key Skills:

* Management and Training skills–Involved throughout the employment process and training of new delegate acquisition sales team. Conducting telephone and face to face interviews to identify and select strong and successful candidates. Following up with a teaching induction to the sales process related to conferences and events. Management duties included forward scheduling of sales campaigns for events, communicating with the marketing department regarding sales strategies and list segregation. Ensuring overall success of team by providing on-going training and closing down their business.
* Target achieving–Cultivated a disciplined manner of expressing myself with clarity, an important skill for imparting information to foreign students. Achieved over 100% on all major project targets.
* Reporting on the progress of team –Feeding back information to other departments regarding the progress of individual team members.
* Interdepartmental idea generation skills–Closely working alongside the Logistics and Sponsorship departments to revise event organisation strategy based on needs analysis feedback received from communications with potential, existing and past delegates.

April 2006 to July 2006 Various temping roles including Economist Conferences

March 2005 to April 2006 Vitesse Media Plc. (AIM listed Financial Publishing Company specialising in Fast Growth and Investment for small to medium Business)

**Sales Manager** –Events

Key skills:

* Face to Face sales skills-Delivering Sponsorship, Exhibition and Delegate sales presentations, which enabled me to develop presence in a classroom, engage students and hold their attention.
* Accumulating industry knowledge and activity–Clients include Nomads and accountants acting as advisers to the AIM market.
* Perceptive skills: Strong product knowledge, understanding and adapting the Vitesse portfolio to suit the client’s needs. Listening to clients and understanding their needs has helped me to develop an adaptable and flexible approach which I have found useful in the classroom.
* Presentation skills-Preparing professional business proposals specifically tailored to fit the particular client’s demands.

October 2004 to March 2005 – Holiday and Travel

# Jan 2000 to October 2004 IQPC, Anchor House, Brittany Street, London

**Sales Manager** – IQPC Sales Team

Key Skills:

1. Deal-making-Contributing significantly to the overall revenue of the sales team. Championing a friendly and helpful manner and grading my language during sales pitching to ensure better client communication.
2. Managerial Skills-Responsible for the training and development of new starters. I monitored the progress of all new team members as well as carrying out my own sales role. (Similar to the monitoring of stronger and weaker students in a classroom and the setting of appropriate tasks to accommodate for their different abilities).

**Sales Manager**–Chancery Events–IQPC Business Forums

Key Skills:

1. Motivational skills–Assigned to manage a start up division within IQPC (a team of four sales executives who had not yet been successful in achieving a vendor sale despite being established for six months); conducted needs analysis on each team member to develop sales ability.

**Leisure Activities:**

I am a 2nd Dan Black belt in Taekwondo silver medal holder in National Championships Chungdokwan, practice regularly and am assistant instructor and coach which involves a high level of discipline and commitment. I am also a keen musician.

**Referees:**

Tania Marshall Yasmeen Sharks / Amanda Foley (secretary)

Head of Global Marketing Director Principal

Financial Times Conferences Radcliff College

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