

David Frank

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I am a marketer who has zig-zagged between marketing and teaching business and English as a second language over the last decade, with over two years of cumulative ESL teaching experience. My teaching experience at vastly different schools in six countries, each with their own unique teaching challenges, has equipped me with a diverse toolbox of well-honed teaching skills. My marketing resume is at thedavidfrank.com/resume. I also give talks to the general public on the science of marketing: thedavidfrank.com/talks

Teaching Employment*

*Excludes privately run classes



MacKenzie School Of English, Edinburgh, Scotland, 2016 (6 months)

Mixed-nationality, mixed-age classes of 13-17 year olds, upper-elementary to upper-advanced, loose syllabus. Loose, theme-based curriculum, requiring the creative and rapid development of class activities and materials.



Bucksmore Education, England, 2015 (1 month)

Mixed-nationality (European and Asian), 8-17yo, elementary to upper-advanced, strict syllabus. Formal curriculum, Trinity Graded English Speaking Exam preparation.



Alice in Città, Italy 2015 (1 month)

Mixed-age (8-12yo) class, Italian, elementary level, no syllabus. No curriculum, almost no resources, teaching elementary English through sport, performance, art & craft. No discipline allowed, though my years of teaching experience and resulting toolbox of classroom-management skills resulted in my classroom being the only one with excellent student behaviour.



Camp Kulin, Australia 2014 (1 week, volunteer camp counsellor)

NOT an ESL school. A camp for children aged 7-13 who have been through trauma. Activities taught teamwork, self-worth & esteem, and discipline.



GLN English, Vietnam 2014 (2 month)

Vietnamese 11-12yo class, and mixed nationality (Vietnamese & Korean) college-student class, loose syllabus. High-autonomy. Well-resourced textbook-based intermediate courses with projector and interactive whiteboard.



Berlitz, Japan 2012 – 2013 (14 Months)

Primarily taught marketing and business English. 80% adults, 20% kids & teens. Mostly 1-on-1 to 1-on-3 sized classrooms, strict syllabus. Included extensive ongoing professional development.

Skills

Software: Advanced MS Office (Word, Excel, PowerPoint), Intermediate Moodle E-learning and Mendeley Referencing

Improv Comedy Classes, Voice Workshops, Acting Workshops 2013 – 2016

Developed communication skills that readily transfer to corporate & classroom environments.

I wrote and internationally-toured **presentations** on marketing: thedavidfrank.com/talks. **Copywriting** portfolio: [/writing](#)

Education



Master of Science in Marketing 2016 – 2017 Edinburgh Napier University, UK

Thesis: *“Raised Expectations: The Effect of Embossed Packaging on Consumer Perception”*



CELTA (Cambridge Certificate of English Language Teaching to Adults) 2013 Apollo English, Vietnam



Associate Degree in Business 2007 – 2008 Central TAFE, Australia