

CURRICULUM VITAE



PERSONAL DATA

- Name
- Nationality

BRADSHAW JULIE DEBORAH
BRITISH

WORK EXPERIENCE

- Dates
- Employers
- Positions
- Main duties and responsibilities

SINCE 2008

Scuola di Amministrazione Aziendale (Università degli Studi di Torino)

Professor of Business English

“Professional Communication Skills” *Elective, own material*

“Public Speaking for Young Executives” *Elective, own material*

Blended and e-learning for business and general English (*own material*)

E-learning degree modules “*Getting ready for English*” (course design, admin, virtual classrooms, scripting and creating *How to ...* videos)

Workshops in preparation for internships abroad, including CV and cover letter writing, interview techniques, presentations, case studies, creative writing, social media marketing, translating, editing.

Numerous business English courses for MBAs (*own material*)

Business English Certificates, BEC 1, 2, 3, Cambridge

Various roles including

Sourcing, organizing, overseeing internships abroad. Managing/coordinating company/student relationships leading to internship. Assessment Traineeship Commission member. Exam commission member for Lingua Inglese, thesis.

Translating and editing economic, business and research papers and documents.

Researching and co-writing SAA university and Masters course material. Developing case studies to create research and analysis exercises for students

Researching, writing and presenting programmes for SAA on sales, marketing, online marketing for the TV channel “Reteconomy” entitled “*Speaking Business*”

SINCE 2017

Centro Linguistico di Ateneo (Università degli Studi di Torino)

Various roles including

Translating and editing economic, legal and financial research papers and documents.

Language support (EMI) for professors teaching on English language degree courses

Blended learning for University staff and researchers (*own material - subjects include Public Engagement, Outreach, Incubators, business case studies*)

Undergraduate courses for Social Workers (*in person and via Webex, Savigliano*)

Online learning. Creating course material: exercises, audio, video (Webex/Moodle)

2021/2022/2023

Università degli Studi di Torino

Various in person and online Professor of English roles at

Dipartimento di Studi Storici, Dipartimento di Lingue e Letteratura Straniera,

Dipartimento di Scienze Cliniche e Biologiche, Dipartimento di Giurisprudenza

- Date
- Position
- Employers

BEFORE 2020

ATC (Agenzia Territoriale della Casa), Turin

Turin Polytechnic, Turin

ISI Foundation, Villa Gualino, Turin

Ordini degli Architetti, Turin

Skillab, Unione Industriale, Turin

6th DIVERSE International Conference on Video and Videoconferencing in Education,

British Council, Milan ELT Conference '06 “*This is Hyperfilm*”

ENAIP, CEP, Turin

Voice over for multi-media e-learning training courses, Turin, Italy

<ul style="list-style-type: none"> • Date • Employer • Position 	<p>BEFORE 1989 <u>CBI (Confederation of British Industry), Centre Pt, Tottenham Crt Rd, London, GB.</u> Journalist / Deputy Editor (CBI News) Researched and wrote articles on British firms and how they were affected by laws that the CBI was lobbying to change. I edited articles written by legal, financial and trade experts, adapting them for publication to CBI News. I went to Canada and Denmark with a delegation of international journalists to report on business relations abroad.</p>
<ul style="list-style-type: none"> • Date • Employer • Position 	<p>FROM 1983 TO 1985 <u>AB Consultants, St Anne's Court, London GB.</u> Journalist / Deputy Editor Worked on various publications including, CBI News, Harrods News and other in-house newspapers. Main tasks were reporting on local events, writing and editing articles.</p>
<ul style="list-style-type: none"> • Date • Employer • Position 	<p>FROM 1981 TO 1983 <u>Essex Radio, Southend-on-sea, Essex, GB.</u> Trainee Journalist I reported on local events, edited articles to fit time slots and read news items on air.</p>
PUBLICATIONS	<p>Author <i>Storytelling for English language students (to be published 2024)</i> <i>English for University Personnel, CLA (2023)</i> <i>Online course and multi-media educational material (ongoing)</i> <i>"Social media's north/south divide". Journal of Euromarketing (July 2017)</i> <i>TV and internet "Speaking Business" Online Marketing, Marketing, Sales (2011)</i> <i>E-learning courses for European projects in English, Italian and French (2002)</i></p> <p>Translator / Editor / Proof reader <u>University of Turin, Departments of Management, Veterinary Sciences and Law:</u> <i>Evaluating Department activities: A model for measuring performance (2020)</i> <i>Community-based business models (2019)</i> <i>A new business model supporting risk insurance management (2019)</i> <i>Economies of scale and networking in Industry 4.0.(2018)</i> <i>Day after tomorrow of banking: data control and consumer empowerment, (2018)</i> <i>The new role of extra legal principles in bio-law, (2018)</i> <i>World Health Organisation countermeasures (2017)</i></p> <p>Reporter / Journalist <i>"Canada, the trading nation" and "News Brief" (CBI News 1988/9);</i> <i>"Lord Young: We don't expect the CBI to accept our policies" (CBI News 1988);</i></p>
EDUCATION	<p>2023: Storytelling, Università Popolare (ongoing) 2020: Pitching to journalists, Guardian Master Class 2020: Moodle 3.9, Moodle Admin essentials 2017: Il Sole 24 ORE Business School, Master in Social Media Communication 2016: Shaw Academy, Diploma in Social Media Marketing (with distinction) 2015: Sheffield Online College, Lettol (Teaching certificate for Moodle) 2015: Institute of Leadership & Management (ILM), Certificate in Leadership 2013: Open University Business School, Certificate in Business Studies 2011: SAA School of Management (Università degli Studi di Torino) Torino, Italy <i>"Sales and Marketing Practices in Multinational Environments", 28/30</i> 2009: Sheffield Online College, GB, "Moodle e-learning platform" "E-Tutor" 2000: Open University Business School, "You, your computer and the net" 1987: London College of Printing, "Periodical journalism and publishing"</p>
LANGUAGE SKILLS	<p>Mother tongue English / Italian C2</p>
DIGITAL SKILLS	<p>Webex, Moodle, virtual classrooms, forum, basic ChatGPT. Creating audio, video.</p>
HOBBIES	<p>Reading, Scrabble, pilates, swimming, gardening, walking.</p>
VOLUNTEERING	<p>Legambiente Reference person for Gassino. Co-organiser of "Festa dell'albero". Bid research, preparation and writing for Legambiente. Apachi kennels.</p>