

**Conor MacIntyre**  
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A Level 5 TEFL Qualified English BA Graduate, looking to make an exciting career move into teaching!  
A native English Speaker, living in the UK since birth.

### **Education & Qualifications**

#### **The TEFL Academy – Level 5 168 Hour TEFL Hybrid Course**

**April 2023 → June 2023**

- 158 Hours coursework.
- 10 Hours In-Classroom Practice Course

After 4 Years working in media & marketing, I have decided to pursue a more rewarding career path, that is aligned with my educational background. I have undertaken the TEFL academy – level 5 (168 hour) to gain a more in-depth knowledge of lesson planning, and concepts oriented towards the teaching of non-native English speakers. I hope to now gain real world experience in my first TEFL placement, and embark on a brand-new adventure!

#### **University of Portsmouth -BA English Language.**

**September 2015 → July 2019**

- I studied this degree to pursue a keen interest in the English language. By doing this, I developed a great understanding of how English is used in a variety of uses and applications, as well as studying grammatical and lexical structures in depth.
- Relevant modules studied: Language Learning and Teaching, How Language Works, Meaning in Language, Writing to Persuade, English Forms and Functions & Analysing Media Discourse.
- Grade Achieved: Upper Second-Class Honours with Merit 2:1

#### **Godalming College - A-levels**

**September 2012 → July 2014**

- English Language: Grade B - Mathematics: Grade D - Psychology: Grade E


#### **Woking High School**

**September 2007 → July 2012**

- 12 GCSEs Grades A\* - C (including Grades B- A\* in Mathematics, English and Science)

### **Previous Work Experience**


#### **Reprise, Old Bailey, London**

**Oct 2022 – June 2023(Full Time)** 

##### **Job Roles: Paid Search Account Manager**

- Account Management for Nike EMEA paid search activity. Working as part of a leadership team who manage 33 active markets for Nike online retail activity. Regularly liaising with a range of internal/external stakeholders & publishers on an EMEA level.
- Line management of 4 team members, as well as providing weekly trainings for all 7 junior paid search executives. Involving 1-2-1 trainings, catch ups and providing feedback on performance via performance reviews. Focusing on empowering junior team members to grow their PPC knowledge and push their career forward.
- Growth focused, constantly striving for account evolution & expansion aligned with overall business & brand strategy.

#### **Mediacom, Holborn, London**

**January 2020 - June 2022 (Full Time)** 

##### **Job Roles: Paid Search Executive, Paid Search Planner & Senior Paid Search Planner**

- Account Management for UK & IE Dell Technologies Consumer & Small Business paid search activity, as well as assistance in the management of the EMEA wide CSB Paid Search team. This includes liaising with a range of internal/ external stakeholders & publishers on a global level as a lead contact for UK activity.

- Vast experience working with biddable ads on Google, Bing & Amazon, as well as in depth knowledge of analytical platforms such as Search Ads 360 & Adobe Analytics. Working with multiple digital based formats: display, text ads, shopping ads & mobile ads with varying models for targeting in a range of placements.
- Proven track record in meeting weekly and quarterly KPIs, working both towards revenue & traffic metrics as measures of client success. Including ability to work under sudden time constraints to make up for target misses from other activation teams and over-delivering to ensure business targets are met.
- Efficiency in communicating happenings in the accounts, via regular comms on email, teams & calls both internally and externally.
- Process Driven to ensure maximum efficiency in output when managing multiple priorities in a pressured & often time constrained environment.
- Excellent analytical skills for accuracy in forecasting, reporting insight, post campaign analytical work, handling a range of finance queries, assessment of creative for compliance, as well as investigating different happenings in the accounts.

### **The7stars Media Advertising Agency, Aldwych, London**

**Job Role: TV Planner and Buyer Internship**  
**Time)**

**July 2017 → August 2018 (Full-**

- Excellent organisational skills in the management of day-to-day responsibilities, including the supervision of budgets and TV airtime for brands such as Sofology, Ladbrokes Coral, Gala Bingo, Foxy Bingo, My Builder, and BETDAQ.
- Excellent communication skills working as the intermediary between client and media owner with the ability to build strong working relationships both internally and externally.
- Active participation in internal and external meetings: maintaining correspondence with client and media owner via telephone call, email, video chat and conference call.
- Ability to prioritise workload to meet strict or sudden deadlines for work completion upon request from client or colleagues.
- A strong work ethic and commitment to both my immediate and wider teams, even providing training to the following year's interns when the senior members of my team were occupied with meetings and clients.

### **Alliance Boots, Woking**

**Job Role: Customer Assistant**

**November 2011 → January 2017 (Part-Time/Full-time)**

- Demonstrated excellent communication skills working with the Photo, Beauty and Operations teams, completing multiple tasks in a variety of areas within the store, to ensure the highest possible customer feedback, in line with store targets.
- Used problem solving skills to deal with customer complaints and whilst performing logistic work in the warehouse, including the management of the 2016 Christmas stock for the Woking Store.
- Use of in store technology daily to process Collection of Boots.com customer deliveries, to maintain self-service kiosks and to operate PPC devices for stock management/enquiries.

### **Interests**

- Passionate about all things related to health and fitness. Enjoy living a balanced life regularly running 10km, as well as regularly boxing & kickboxing. Recently completing the famous Hackney Half Marathon.
- A keen interest in sport: mostly Boxing and the Ultimate Fighting Championship (MMA).
- A love for music culture. Completing a 6-month online music production diploma with Point Blank music school.
- Enjoy reading non-fictional literature, on topics surrounding finance, personal development and the autobiographies of successful people.
- A love for travel and adventure, having visited multiple countries in Europe, Asia, Oceania & South America. Having travelled to North Africa, Northern Europe & East Asia in the last year.

**Driving Licence: Yes**

**References can be provided upon request.**