

# Richard O'Neill

Marketing Content Writer and ESOL Teacher at 5E Ltd

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## Summary

#Excellent verbal and written communication skills (Have taught English to foreign students in addition to working in a team in several roles where verbal communication skills were important. Also I have written for various print and online publications and various UK charities).

#Social and cultural awareness (after having lived in both the USA and China)

#Advanced beginner level of spoken Chinese (ability to hold conversations)

#SEO skills, including experience in using SEO tools such as Google Analytics, Adwords, Keyword Planner and Moz

#Proficient in photo editing (Adobe Photoshop), video editing (Adobe Premiere), and radio editing (Adobe Audition)

#Experience working in the offices of a print newspaper (Sheffield Star) and the press office of a national charity in the UK (Diabetes UK)

#Experience in teaching English to young learners and adults. Have taught IELTS and business English.

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## Experience

### **Marketing Content Writer and ESOL Teacher at 5E Ltd**

June 2017 - Present

In this role I am responsible for writing copy for marketing material such as brochures and posters advertising courses, as well as copy on the website and on social media. I am also when required teaching ESOL Skills for Life to foreign nationals residing in the UK who are looking for work. Classes consist of general English to assist them with day to day activities, and also English which will help improve their employability, such as job interview practice and CV writing.

### **PR Officer (voluntary) at We Make Change Ltd**

March 2017 - Present

In this voluntary role I am the PR officer for We Make Change, a crowdfunding campaign that is aiming to become the world's first social media platform to connect people with the charities fighting for the causes they care about. I am responsible for pitching to the media, writing press releases, and writing content for the blog.

### **Contributing Writer (voluntary) at FTP Digital**

October 2016 - Present

Writing for the website FTP Digital. My first article is about the state of music today and its cultural impact, entitled "Generation Nothing". My second article is about the state of politics today, entitled "The Aftermath of Trump".

### **Content Marketing Executive EMEA at Performics**

August 2015 - May 2017 (1 year 10 months)

- Achievement of meeting challenging client targets over multiple brands.
- Creation of content audits and calendars.
- Ideation of creative content marketing solutions, scheduling and planning.
- Generate content strategy based on keyword data and content trends.
- Performing outreach to outside parties such as bloggers in multiple markets.
- Content creation and optimisation on 10+ brands.
- Aiding account teams to meet client targets.
- Reporting & optimisation of content through tools such as BrightEdge, Adwords & Analytics.
- Keeping up to date with all industry developments.
- Consistently accurate admin., including uploading of article content on CMS.

### **Contributing Writer at The News Hub**

May 2015 - August 2015 (4 months)

In 2015, I was contributor to the online news community, The News Hub. Articles included one about including the voting system in the UK, and a music review.

### **Communications Volunteer at Action Housing & Support**

February 2015 - June 2015 (5 months)

I helped Action Housing and Support, a small housing charity based in the Sheffield area, for a few months with their communications on an occasional basis. This work included writing press releases, writing copy for their website, proofreading material and working on their social media.

### **Election Reporter at ITN**

May 2015 - May 2015 (1 month)

I was responsible for reporting the results of the Erewash constituency general election 2015 to ITN. During the night, I conversed with all candidates for a radio piece for my NCTJ diploma.

### **Contributing Writer**

January 2015 - May 2015 (5 months)

In 2015, I contributed to the online magazine, Kettle. Articles included one about the state of football in China, and a movie review.

### **ESL Teacher at The Devon School of English**

April 2015 - April 2015 (1 month)

During the busy post-Easter period I taught Business English Certificate (BEC) and General English classes to students on a temporary basis at the Devon School of English in Paignton, Devon.

### **Freelance Journalist at Sheffield Star**

December 2014 - December 2014 (1 month)

In the week before Christmas 2014, I spent a week gaining work experience at The Star, the daily newspaper serving Sheffield. In this time I wrote several articles which made it into the newspaper in print and online.

### **ESL Teacher at Kensington Academy of English**

June 2014 - August 2014 (3 months)

I taught in the summer of 2014 at Kensington Academy of English. The students were adults from all over the world, most of them combining the opportunity to learn English with the opportunity to visit London and the United Kingdom. As I have progressed in my teaching career, I think I have developed greater interpersonal skills; in being able to speak to and deal with people better.

### **ESL Teacher**

March 2014 - May 2014 (3 months)

A Plus is a language school in Sheffield, UK. I taught a variety of different levels of abilities. Many of the students were taking classes in order to improve their English in preparation of IELTS (a level of English needed to study in higher education in the UK) classes, so the classes focused on the four key language learning skill areas of speaking, listening, writing and reading.

### **ESL Teacher at Web Education Group**

October 2012 - January 2014 (1 year 4 months)

My second teaching position in China was at Web International English in Shanghai. The students varied from university students, to workers who were looking to progress their professional development through improving their English, to housewives learning it for fun. The lesson topics, amongst others, included grammar, role plays, culture and business English. I think my time teaching, especially in this role (my role prior to this was teaching children) has been beneficial to me in my future career plans because it has improved my confidence in dealing with and speaking to a wide range of people.

### **ESL Teacher at EF English First**

June 2012 - August 2012 (3 months)

I taught over the busy summer period in 2012 at English First in the UK resort of Bournemouth. I taught young adults focusing on the key learning skills, following the worldwide EF curriculum. I also introduced them to British culture through my teaching. I was able to build on what I learnt and the skills I acquired in my teaching job at English First Hangzhou in this job.

### **ESL Teacher at EF English First**

June 2011 - June 2012 (1 year 1 month)

I worked for English First in Hangzhou from June 2011 to June 2012 and in that time I feel I greatly improved as a teacher. I minimised class preparation time, taught a variety of learning styles and gained valuable experience of teaching young learners between 3 and 14 years old. Through weekly continuous

professional development sessions I learned to improve my teaching skills, both by considering my own development and performance, and those of my peers.

### **Telephone Fundraiser at Pell & Bales**

October 2010 - February 2011 (5 months)

My work for Pell and Bales was telephone fundraising. This role involved calling members of the public asking for money on the behalf of national charities. Sometimes this was existing supporters but sometimes the role involved cold calling people who may have indicated support for the charity or its interests in some way. This helped me to develop my telephony and verbal communication skills significantly as it required rapport building, and also my customer service skills, as because I was representing the charity in question when calling, I had to respond to any queries from the call respondent accordingly. Verbal communication skills, and being able to make yourself understood properly, are of course important attributes for any job.

### **Media Relations Intern at Diabetes UK**

September 2010 - December 2010 (4 months)

In the autumn of 2010 I interned with the Diabetes UK press office. My duties included talking with the regional press offices, taking queries from members of the public, writing press releases and articles for the website, and putting together a daily montage of Diabetes UK media coverage which was emailed to every employee. I also used Cision, a database of journalism and PR professionals, in order to find contacts if needed. This gave a great insight into how a national organisation deals with the media, in addition to helping me hone my writing skills and my confidence in dealing with members of the public.

### **Office Administrator at Pennine Care NHS Foundation Trust**

November 2009 - September 2010 (11 months)

My work for the Pennine Care Trust included administrative work and using the patient database system NCRS, dealing with patient discharges. I also extensively used Microsoft Excel. This gave me more administrative experience and valuable experience using Microsoft Excel.

### **PR Intern at SKV Communications**

August 2009 - September 2009 (2 months)

My voluntary work for the Public Relations agency SKV Communications included general administrative work such as answering the telephone and scanning, and using Microsoft Office programs such as PowerPoint and Word. I also used a media evaluation program. On occasions I had to talk with clients on the telephone and write press releases. I also undertook research for projects at times. This role helped me to gain an understanding of a media office environment.

### **Construction Assistant at Grimwood & Dix Limited**

July 2003 - August 2009 (6 years 2 months)

My work for one of the biggest electrical contractors in the North West of England included physically demanding labour work and adhering to tight schedules, which gave me important timekeeping skills.

### **Office Administrator at HBOS**

March 2009 - April 2009 (2 months)

My temporary work for the large financial company HBOS was office based work largely focusing on ISA transfers. My duties included processing ISA's, data input, faxing, filing, and writing letters to and corresponding with customers over the telephone. This gave me useful experience in an office administrative environment.

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## Education

### **Sheffield College**

NCTJ Journalists Diploma, Journalism, 2014 - 2015

### **The University of Manchester**

Trinity CERT TESOL, ESL Teaching, 2011 - 2011

### **Birmingham City University**

CIPR Advanced Certificate, Public Relations, Advertising, and Applied Communication, 2009 - 2009

### **University of Nottingham**

BA, American Studies, 2004 - 2008

**Activities and Societies:** Rock music society

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[Contact Richard on LinkedIn](#)